JANUARY 23, 1950 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

PUBLIC LIBRARY
JAN 31 1950
DETROIT

how to grow bigger

than you thought

you could

"LOOK HERE, PHILIP—didn't I see a new wing on that Danbury plant of yours?"

"You did. And if you had spent less time ogling my charming new beauty consultant, you might have noticed I'm breaking ground for another. She's married, by the way."

"Oh, I see. Tell me—how does this completely idiotic business of yours keep on growing?"

"HA! Idiotic, eh? Do I detect a note of ghoulish envy? No matter. WOR is one reason. The only reason as far as advertising is concerned. There wasn't a hare's chance to hounds of my ever making a go of it until I began offering samples on a 15-minute show over WOR."

"Indeed?"

"Yes, my dear fellow. Indeed! Indeed! Indeed! I got a dealer-distributor reception about as warm as a December dawn when I tried to launch it in New York. But WOR took care of that. Sent customers asking, prodding, demanding. Set the town on end, actually. Complete distribution the first year; 100% sales increase the second, same the third year, and still going up."★

"Amazing."

"Reticent as ever, aren't you, Robert?"

★ *The characters in this brief sketch are fictitious. But the results aren't. They are excerpts from one of WOR's 110 success stories—the greatest collection of success stories ever gathered by any station anywhere.*

WOR

—heard by the most people where the most people are

XUM

Why did they write WLS

in 1949?

Our listeners in Midwest America wrote us another million letters in 1949 **to tell us their radio wants**—to get needed information for better living from Feature Foods, Dinner Bell Time, Kitchen Club, Farm Bulletin Board and other service programs—**to play "Stumpus" with our Buccaneers and Rangers**—to thank us for the Midwest's most complete weather and market service—**to request tunes of their friends who star on the National Barn Dance**—to ask WLS editors and stars to talk or entertain at their meetings—**to get copies of Dr. Holland's inspirational messages or School Time scripts**—and perhaps most of all to show the interest and confidence they have in the station whose 50,000-watt, clear channel signal is always the "voice of a friend." That's why . . .

1,092,039 letters came to WLS in 1949—more than 21 million letters in 20 years to

Number 1 in a series showing the quantity and quality of response to WLS service and programming.

WLS The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Let's talk about COVERAGE

WOAI's Primary Market has always been a bright spot in the nation's economic picture. Today, day and night, a half-million families who spend over a billion dollars over grocery, drug and other retail counters, have the WOAI listening habit! (Check Hooper or BMB). • Already rich in oil, cotton, cattle and other agricultural products, WOAI's Southwest now is one of the nation's industrial hot spots! (Ask your Banker). • That means more people who make and spend more money on more products! There's no substitute for WOAI's coverage of this ever richer market. • Hooper's latest Listening Area Index shows WOAI with two times as many listening families daytime, three times as many nighttime, as the next most listened to station. For availabilities . . . (Ask Petry).

NBC • TQN

Represented Nationally By

Edward Petry & Company, Inc.

NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT • ATLANTA

•
•
•
•

THERE
IS
NO
SUBSTITUTE
FOR

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

IN
THE
SOUTHWEST

•

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Closed Circuit

IT LOOKS like no dice now and reconsideration in Drew Pearson-Robert S. Allen bid for facilities of 50,000 w Hearst-owned WBAL Baltimore. Lineup now stands three to three (Hyde, Sterling, Hennock for WBAL renewal, versus Coy, Walker, Webster for Pearson-Allen). Question: Will seventh member—Jones—who did not participate because of Pearson assault against his confirmation three years ago, now be forced to vote?

STREAMLINED government delegation to Havana for Feb. 1 NARBA negotiations with Cuban representatives will consist of FCC Comr. Rosel Hyde, chairman; D. R. MacQuivey, foreign affairs specialist, State Dept.'s Telecommunications Division; James Barr, FCC's AM Engineering chief; FCC Engineer Underwood Graham, and Ray Harrell, State Dept.'s telecommunications attache in Havana. They'll consult with Ambassador to Cuba Robert Butler and Counselor of Embassy Harold Tewell.

A. D. (Jess) WILLARD Jr., erstwhile NAB executive vice president, nominated for NAB medium-station director-at-large. He now heads WGAC Augusta, Ga. Arthur B. Church, KMBC Kansas City, many-time director, among 20-odd nominees along with four present board members: Harold E. Fellows, WEEI Boston; Charles C. Caley, WMBD Peoria, Ill., and Henry W. Slavick, WMC Memphis, all district directors, and Kenyon Brown, KWFT Wichita Falls, Tex., incumbent medium-station director.

UNDERSTOOD Harold Wheelahan, WSMB New Orleans, unopposed in NAB District 6 for directorship. Also possibly slated for unopposed election are Cal Smith, KFAC Los Angeles, District 16 (incumbent), and Jack Todd, KFBI Wichita, District 12.

SPEAKING of elections, NAB board will have to name additional nominees in at least one bracket. Elections thus will be delayed at least week pending board action. Some aspirants to directorships weren't on NAB's eligibility list because they didn't fill out certification forms properly.

POLITICAL hornets nest may be stoked by FCC, involving former GOP Presidential nominee. Case is 1936 Candidate Alf Landon's five-month-old application for transfer of his Denver daytimer, KTLN, to General Manager Leonard Coe for $45,000 [BROADCASTING, Aug. 1, 1949]. FCC considering calling hearing. One question: Has transfer already taken place?

EXECUTIVE of motion picture company in New York reportedly hired by NBC as staff-level public relations chief, probably with vice president's rank. Sydney H. Eiges, present NBC vice president in charge of press, will continue on operating level.

MUTUAL BOARD, which meets in Washington next week, undoubtedly will again discuss

(Continued on page 86)

Upcoming

Feb. 1: U. S. Cuban Conference on NARBA assignments, Radio Direcione, Havana, Cuba.
Feb. 2-3: NAB Unaffiliated Stations Committee, NAB Hdqrs., Washington.
Feb. 8: Television Broadcasters Assn. annual clinic, Waldorf-Astoria, New York.
Feb. 8-10: NAB Board of Directors, San Marcos Hotel, Chandler, Ariz.

(Other Upcomings on page 28)

Bulletins

BRISTOL-MYERS, New York, through Doherty, Clifford & Shenfield, New York, preparing spot announcement campaign to promote economy size Ipana toothpaste on more than 100 stations in 35 major markets starting in February. In addition, hitchhikes will be used on its two network shows, *Mr. District Attorney* (NBC) and *Break the Bank* (ABC).

MEDIATION session Friday failed to break deadlock between Radio & Television Directors Guild and radio networks and WOR-TV New York. Neither side budged, union sticking by its $300 video demand and companies offering current $135. Strike deadline tomorrow midnight. Membership meeting of guild scheduled for tonight. New York State Mediator Mabel Leslie holding time open today and tomorrow to try last minute effort to end impasse.

MILLER ISSUES REPLY TO COMR. JONES' LETTER

BATTLE of words between FCC Comr. Robert F. Jones and NAB President Justin Miller resumed Friday. Judge Miller issued statement in reply to Commissioner's Jan. 25 answer to his "Dear Bob" letter of Jan. 19 (see exchange of letters page 22). In latest episode, Judge Miller chided Comr. Jones on his "philosophy" as federal official. Statement follows:

"Apparently Comr. Jones misconstrued completely what I said in my letter of Jan. 19. I am sorry that he did not understand either the intent or meaning of my words and that he read into them such fantastic implications; but I am happy, nevertheless, that this has provided an occasion for the Commissioner to make even more clear the philosophy which underlies his behavior as a member of a high government body."

BAB FURNITURE ANALYSIS

BAB'S first TV retail information folder, dealing with furniture, mailed to stations Friday. Beginning next month, when banks will be subject, both radio and video editions of folders will be released simultaneously. Two TV bonus issues in near future will deal with laundries and dry cleaners, and jewelry business, subjects already covered in radio releases.

MBS APPOINTS ALLEN

SIDNEY P. ALLEN, of Mutual sales staff, named assistant to vice president in charge of sales.

Business Briefly

PACT EXTENDED ● William H. Wise & Co., after sponsoring ABC's *Get More Out of Life*, Sun., 10:15-10:30 p.m., on one-time basis Jan. 22, extends contract 12 weeks over 62 ABC stations. Firm promoting its book, *Your Dream Home—How to Build It For Less Than $3,500*. Agency, Thwing & Altman, N. Y.

WAVERLY RESUMING ● Waverly Fabrics Division of F. Schumacher & Co., New York, resuming radio advertising for home-furnishing fabrics. Announcements ordered on *Mary Margaret McBride* show on WJZ New York and WOR New York's *Dorothy and Dick Kolman* breakfast program. Agency, Anderson, Davis & Platt, New York.

P&G VIDEO ● Procter & Gamble Co., Cincinnati, to sponsor *Beulah* starting in September on ABC-TV for new product. Agency, Dancer-Fitzgerald-Sample, New York.

MAY BUY ● M & C Foods Co., Chicago (Italian specialties), considering radio and TV through newly appointed agency, Morris F. Swaney, Chicago; Howard Medici, account executive. Firm has used both media.

RMA TUBE PRODUCTION FOR NEW SETS EXPANDS

OUTPUT of receiving tubes for new radio and televisions sets increased in 1949, Radio Mfrs. Assn. announced Friday. Total tube output down due to drop in replacement needs.

Production totaled 198,753,295 tubes in 1949 compared to 204,720,378 in 1948. Of 1949 total, 147,298,436 went into new sets, compared to 146,162,214 in 1948. Replacements were 39,696,297 in 1949 compared to 47,056,521 year before. Export production last year was 10,072,845, slightly under 1948, with 1,685,717 for government use which almost doubled 1948 figure.

December tube production well above figure in same month of 1948 and only slightly under that for November 1949.

TWO JOIN NBC SPOT

ROBERT Z. MORRISON Jr. and Bernard H. Pelzer Jr. appointed account executives in NBC's national spot sales department. Mr. Morrison, recently with WFIL Philadelphia, was with NBC Recording Division 1943-48. Mr. Pelzer was recently advertising consultant to food and drug concerns and formerly director of radio at Owen & Chappell and network program supervisor at Benton & Bowles.

WINS OFFER PENDING

FORMAL reiteration of offer of International Ladies Garment Workers Union to buy WINS New York from Crosley Broadcasting Corp. had not been acknowledged Friday. Offer renewed in midweek. Pending response from Crosley, union undecided whether to file amended application for WINS facilities to replace one dismissed last week by FCC because of lack of engineering information.

KGW Delivers... COMPREHENSIVE COVERAGE of

Capital City of the Fastest-Growing State in the Nation!

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's *Comprehensive Coverage.*

Salem in the heart of the rich, fertile Willamette Valley, is the political hub of Oregon, second city of the State, and geographically almost in the center of KGW's powerful north-south transmitter signal.

Salem's metropolitan population has doubled in the last 10 years . . . its greatest growth has come since the close of the war. Dairy and agricultural products and their processing, pulp and paper mills, and lumbering give year-round employment and keep Salem's economic level far above the State's average.

KGW DELIVERS Salem . . . as it delivers Comprehensive Coverage of the rest of the fastest-growing market in the nation.

KGW PORTLAND OREGON

NBC AFFILIATE

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Only WIKK

AMONG NATION'S
*Top 100 Markets**

SERVING THE TRI-STATE AREA (PENNA., OHIO, NEW YORK)

POPULATION
383,000

AREA'S ONLY
5000 WATT STATION

BUYING INCOME
$537,923,000

RADIO EQUIPPED
HOMES 96.8%

For complete details about this rich, metropolitan market served by WIKK consult:
TAYLOR-BORROFF & CO., Inc.

* SALES MANAGEMENT 1949

WIKK
ERIE'S ONLY
5000 WATT STATION
ABC AFFILIATED

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

IN THIS BROADCASTING . . .

Feb. 20 Target Date for Hearings on Radio Bills	19
BMB Study Shows Increased Radio Audience	19
Network Time Sales Near $16 Million	21
'49 Set Sales Hit All-Time High	21
NAB Board Meeting Faces Multiple Problems	22
Jones Charges NAB Speaks for Power Segment	22
When Mr. Star Comes to Town	23
Mitch's Pitch Aid to Beat Competition	24
New Overtime Pay Rule Issued	25
'50 'Yearbook' Is Streamlined	25
FCC Sets Anti-Trust Hearing on Non-Radio Violation Policy	26
Agenda Set for NAB Chicago Convention	27
Howell Heads Newly-Formed CBA	23

Telecasting Section and Index, page 55, 57

DEPARTMENTS

Agencies	11	News	80
Allied Arts	44	On All Accounts	12
Commercial	40	Open Mike	85
Editorial	38	Our Respects to	38
FCC Actions	76	Production	42
FCC Roundup	84	Programs	75
Feature of Week	12	Promotion	81
Management	34	Radiorama	27
New Business	16	Technical	44
Network Accounts	16	Upcoming	28

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Phyllys Steinberg, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell Grace Motta.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ann August.

TORONTO

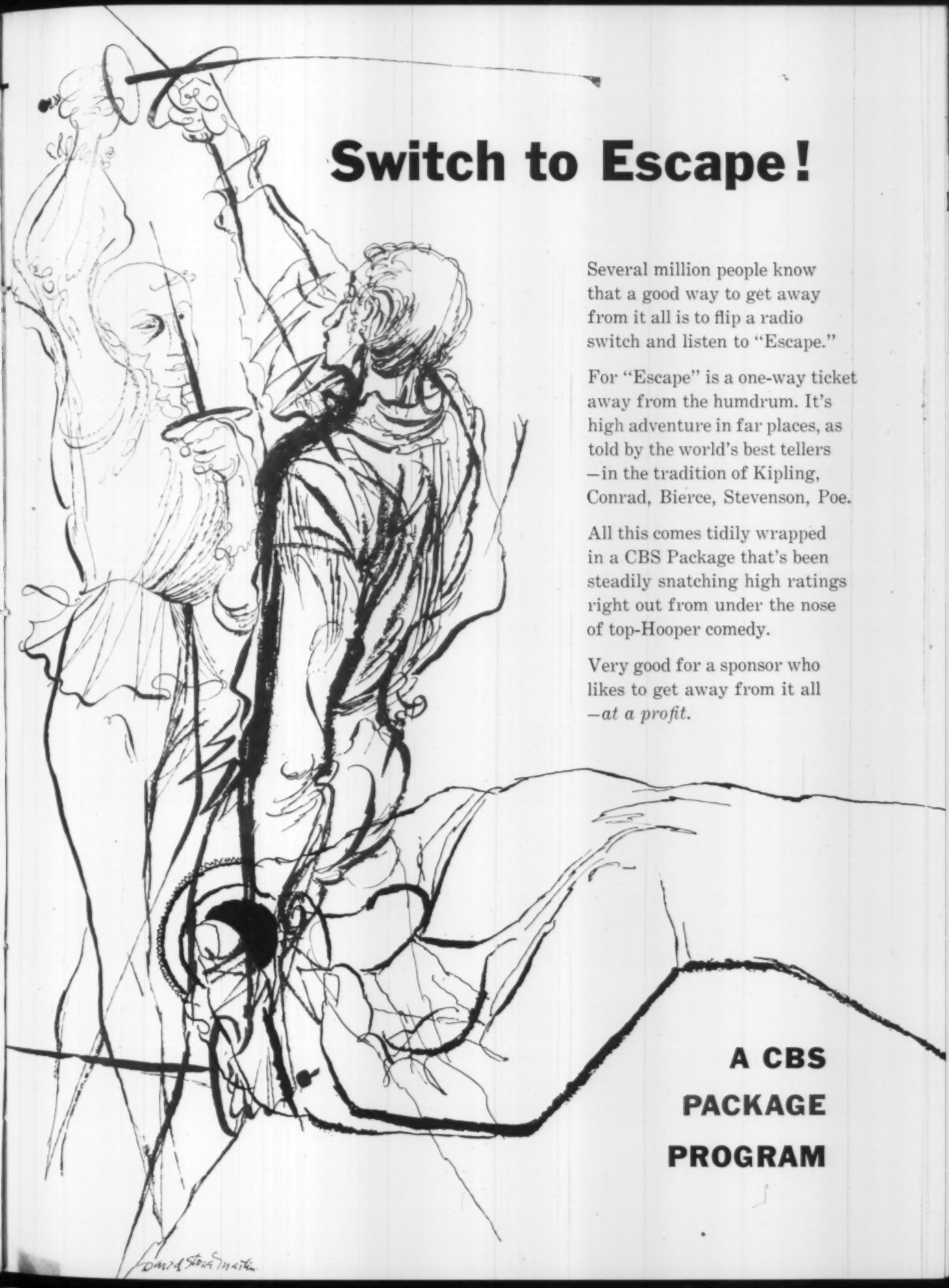
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy



Switch to Escape!

Several million people know that a good way to get away from it all is to flip a radio switch and listen to "Escape."

For "Escape" is a one-way ticket away from the humdrum. It's high adventure in far places, as told by the world's best tellers —in the tradition of Kipling, Conrad, Bierce, Stevenson, Poe.

All this comes tidily wrapped in a CBS Package that's been steadily snatching high ratings right out from under the nose of top-Hooper comedy.

Very good for a sponsor who likes to get away from it all —*at a profit.*

A CBS PACKAGE PROGRAM

COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adams Hats Drew Pearson (226) R	Prudential Ins. Family Hour (149)	Quaker Oats Roy Rogers Show (500)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Hormel Co. Hormel Girls (222)	C-P-P Our Miss Brooks (152) R	Cudahy Packing Nick Carter (467)	Henry Morgan Show S
6:45	"	"	"	"
7:00	Where There's Music S	Amer. Tob. Co. Jack Benny (188) R	Anahist Adv. of the Falcon	Christopher London S
7:15	"	"	"	"
7:30	Amazing Mr. Malone S	Lever Bros. Amos 'n' Andy (173)	The Saint	Rexall Co. Harris-Faye (185)
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola McCarthy Show (180) R	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (165) H
8:15	Smith Bros. (173)	"	"	"
8:30	Speidel Corp. (171)	P & G—Tide Red Skelton (172) R	Sylvan Levin Opera Concert	U. S. Steel Corp. Theatre Guild (185)
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Richard Hudnut Walter Winchell (272)	Electric Co. Carliss Archer (163)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (284)	"	Muntz Rebuttal (39)	"
9:30	Burisen-Riner Chance of a Lifetime (187)	Philip Morris Horace Heidt (173)	Sheliah Graham	Bayer Aspirin American A. of F. Music (155)
9:45	"	"	Twin Views Of the News S	"
10:00	Carter Products Jimmie Fidler (70)	Carnation Co Contented Hour (175)	Music	Eversharp Take It or Leave It (164)
10:15	Ted Malone S	"	"	"
10:30	co-op Jackie Robinson	We Take Your Word	Enchanted Hour	Pet Milk Bob Crosby (162)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Co-op Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (149)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (155) R	Noxzema Gabriel Heatter (84)	Echoes from the Tropics S
7:45	" *	Campbell Soup Ed. Murrow (153)	I Love A Mystery S	Pure Oil Co. Kaltenborn (31)
8:00	Ethel & Albert S	Bromo Seltzer Inner Sanctum (157) R	B-Bar-B Riders	A A of RR's Railroad Hour (165)
8:15	"	"	"	"
8:30	General Motors Henry Taylor (264)	Lever-Lipton Arthur Godfrey Talent Scouts (154) R	Peter Salem S	Firestone Voice Firestone (148)
8:45	Buddy Weed S	"	" *	"
9:00	Leighton Noble Treasury Show S	Lux Radio Theater (176)	Murder By Experts S	Bell Telephone Telephone Hour (153) R
9:15	"	"	"	"
9:30	Solo Soliloquy S	"	Crime Fighters	Cities Service Band of America (83) N
9:45	"	"	"	"
10:00	American Arts Orchestra S	Lever—Pepsodent My Fried Irma (176)	A. F. of L. Commentators (146)	Dangerous Assignment S
10:15	"	"	co-op Newsreel	"
10:30	"	R. J. Reynolds Bob Hawk (163)	Dance Orchestra	Dave Garroway Show
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
7:15	Co-op Elmer Davis (45)	P & G—Oxydo Jack Smith (84)	Dinner Date S	Miles Labs. News of World (144)
7:30	Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (155)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27) RR
8:00	Amer. Oil Co. Carnegie Hall (109)	Sterling Drug Mystery Theater (149) R	Count of Monte Cristo S	duPont, Cavalc. of America (152) H
8:15	"	"	"	"
8:30	Gentlemen of the Press S	C-P-PT thPwdr. Mr. Mrs. North (152) R	Official Detective S	Lewis Howe Co. Baby Snooks (156)
8:45	"	"	" *	"
9:00	Co-op Town Meeting (56)	Wm. Wrigley Life with Luigi (173)	John Steele Adventurer	Lever—Swan Bob Hope (153) H
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Escape S	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (165)
9:45	We Care S	"	"	"
10:00	Time for Defense S	Pursuit	A. F. of L. Commentators (146)	Lever Bros. Big Town (133)
10:15	"	"	co-op Newsreel	"
10:30	It's Your Business (NAM)	Frankie Carle's Orchestra	Dance Orchestra	Brown & Wmsn. Peoplearе Funny (164)
10:45	Robert Nathan CIO	"	"	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast on the Plaza S	Co-op News	(Network Opens 9:30 A M)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	Shopper's Special S	"	News	Brown & Wmsn Peoole are Funny (16)
9:45	"	Ferry Morse Garden Gate (172)	"	"
10:00	At Home with Music S	Music for You S	Magic Rhythm	Minn Valley Canning Co. Fred Waring (149)
10:15	"	"	"	"
10:30	Junior Junction S	M & M Ltd Joe Di Maggio (16)	Helen Hall	Pet Milk Mary Lee Taylor (148)
10:45	"	"	News	"
11:00	Navy Hour S	Cream of Wheat Let's Pretend (154) *	Music	J. Morrell & Co. Lassie (164)
11:15	"	"	"	NBC Stamp Club
11:30	Roger Dann S	Lever Bros Junior Miss (169)	Man on Farm (Quaker) (363)	Brown Shoe Smilin' Ed McConnell (162)
11:45	"	"	"	"
12:00 N	Ranch Boys S	Armstrong Cork Theater of T'day (171)	"	Barriault Washington News
12:15 PM	"	"	"	Americans the World Over S
12:30	American Farmer S	Pittsburg Mills Grand Cen Sta (152)	Smoky Mt Hayride	U.S. Treasury Luncheon with Lopez
12:45	"	"	"	"
1:00	ABC Concert of American Jazz	Armour Stars Over Hollywood (168)	Campus Salute	Affix-Chalmers Natl. Farm & H. Hour (164)
1:15	"	"	"	"

DAYTIME

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	Cameos of Music 9:30-10 on Avail. Stations S
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (281)	Family Time S
10:45	Southernaires S	Church of Air S	"	"
11:00	Foreign Reporter S	Newsmakers S	Christian Rel. Church, Back To God (266)	Faultless Starch Starch Time (50)
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	Morning Serenade (split net)
11:30	Hour of Faith S	Salt Lake City Tabernacle S	N'western U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (20)
12:00 N	Fantasy In Melody S	Get More Out of Life (53) S	College Choirs	American Forum of the Air S
12:15 PM	"	"	"	"
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (392)	The Eternal Light S
12:45	"	"	"	"
1:00	Fine Arts Quartet S	Charles Collingwood S	Doubleday News	America United S
1:15	"	Elmo Roper S	Doubleday Quiz (61)	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Robt. Hurleigh	The Eddie Albert Show S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Philco Corp. Breakfast Club (24)	"	"	"
10:00	Libby, McNeill My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G. Welcome Travelers (142)
10:15	" *	Toni & Wildroot Arthur Godfrey (170) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (173) R	Say It with Music	Kraft Foods Marriage for Two (146)
10:45	Serutan Victor Lindlahr (69)	National Biscuit Arthur Godfrey (173) R	"	Sealtest Dorothy Dix at Home (77)
11:00	Modern Romances S	Liggett & Myers Arthur Godfrey (185) R	Co-op Behind the Story	Manhattan Soap We Love and Learn (162)
11:15	"	"	Bob Poole	Next Dave Garroway S
11:30	Quaker Oats Quick as a Flash (206) *	Conln't Baking Grand Slam (48)	Doubleday, Sid. Walton (MWF) (57)	Prudential Ins. Jack Berch (139)
11:45	"	P & G Rosemary (148)	Doubleday Galen Drake (M-W) (52)	Babbitt David Harum (58)
12:00 N	Philip Morris Ladies Be Seated (209) *	General Foods Wendy Warren (151)	Co-op Kate Smith Speaks	"
12:15 PM	" *	Lever Bros. Aunt Jenny (83)	Lanny Ross	Music
12:30	Out of Service	Whitehall Helen Trent (165)	B & D Chuckle Wagon	Homestowners
12:45	"	Whitehall Our Gal Sunday (160)	G. Heatter's Mail Bag	"
1:00	Co-op Baukhage (92)	P & G Big Sister (143)	Co-op Cedric Foster	Boston Symphony Mon. 1-1:30
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (144)	Harvey Harding	Luncheon with Lopez Tues.-Fri.

DAYTIME

	ABC	CBS
1:30	National Vespers S	
1:45	"	
2:00	Around the World (150) S	
2:15	"	
2:30	Co-op Mr. President	
2:45	"	
3:00	Freehaul Trail Harrison Wm (75)	
3:15	P. J. Kite Betty Clark (18)	
3:30	Lthrn Laymen's Lutheran Hour (19)	
3:45	"	
4:00	Voices In Live S	
4:15	"	
4:30	Milton Cross Opera Hour	
4:45	"	
5:00	Think It	
5:15	"	
5:30	Goodyear Greatest Ever Told	
5:45	"	

EVENING

FOR FEBRUARY 1950

WEDNESDAY

CBS	MBS	NBC
Metro. Life Ins. Edward Murrow (22)	Repeat of Kid Strips	News Bob Warren S
The Shadow	"	Clem McCarthy 6:15-6:20 S
Do Homework	"	Sketches in Melody 6:20-6:45 S
P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
P & G—Duffy Jack Smith (84) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
P & G—Crystal Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (149)
Campbell Soup Co. (155) R	R. B. Semler Gabriel Heatter (215)	Echoes from the Tropics S
Campbell Soup Co. Ed Murrow (153) R	I Love A Mystery	Pure Oil Co. Kaltenborn (32)
Ovaltine Jack Haskell (146) R	Can You Top This S	Philip Morris This Is Your Life (146) R
Chesbrough Dr. Malcolm (18) R	International Airport	Kraft Foods Great Gildersleeve (151)
"	"	"
Drinkrite with Groucho Marx (9)	Mr. Feathers	Bristol Myers Break the Bank (165)
"	"	"
Lucky Strike Myers Broadway (9)	Family Theatre S	Bristol Myers Dist. Attorney (165)
"	"	"
Bulova Bandstand (9)	A. F. of L. Commentators (148)	Am. Cig. & Cig. The Big Story (166)
"	co-op Newsreel	"
Lum Abner (9)	Okla. State Symphony	Mars Candy Curtain Time (144)
"	"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (142)
Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (135)	Adrian Rollini Trio U.S. Treasury
"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27)
Blondie S	P & G—Lava FBI (149)	California Caravan	G. F.—Jello Aldrich Family (147) R
"	"	"	"
A Date with Judy S	Whitehall Mr. Keen (151) R	Mail Pouch Sports for All (133)	G. F.—Maxwell Father Knows Best (154) H R
"	"	"	"
Old Gold Orig. Amateur Hour (173) *	Electric Auto-Lite, Suspense (170)	TBA	Reynolds Tob. Camel Screen Guild Theatre (162) H
"	"	"	"
"	Philip Morris Crime Photog. (150)	Series on Pensions	Blatz Brewing Duffy's Tavern (158)
Lee Hale R. Montgomery (266)	"	"	"
Author Meets Critics S	Hall Bros. Hallmark Playhouse (159)	A. F. of L. Commentators (146)	Chesterfield Supper Club Perry Como (148)
"	"	co-op Newsreel	"
Let's Go To The Met. S	Rosefield Skippy Hollywood Theater (58)	Dance Orchestra	Dragnet L&M-Fatima (146) H
"	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (165) H R
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (149)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (155) R	Gabriel Heatter	The UN Is My Beat.
" "	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (31)
Norwich Pharm. Fat Man (136) R	Gen. Fds.-Sanka The Goldbergs (151) R	Bandstand U.S.A.	Schlitz Halls of Ivy (154)
"	"	"	"
Equitable Life This Your FBI (221) R	Gen. Fds—Jello My Favorite Husband (153) R	Music	Gulf Refining We the People (115)
"	"	" "	"
Heinz, Advrtrs. of Ozzie & Harriet (207)	Am. Tob.-Roi Tan, Leave It to Joan (174)	Air Force Hour	RCA Victor Screen Directr's. Playhouse (164)
"	"	"	"
Pac. C. Borax The Sheriff (191)	The Show Goes On	Co-op Meet the Press	R. J. Reynolds Camel, Jimmy Durante (163)
Ch. Spark Plug Roll Call (215)	"	"	"
Gillette S. W. Co. Gillette Fights (270)	"	A. F. of L. Commentators (148)	Pabst Sales Co. Life of Riley (151)
"	"	co-op Newsreel	"
"	Capitol Cloak Room S	Dance Orchestra	Cal.-Palm Beat Sports Newsreel (139)
"	"	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC
Albert Warner S	News Bancroft S	Modern Music	News
Bible Messages S	Memo From Lake Success	"	Religion in the News S
Co-op H. Wisner	Red Barber Sports	Music	NBC Symphony Orchestra S
Roger Renner Trio S	News L. Lesauer S	Mel Allen	"
String Ensemble S	Young Love S	Hawaii Calls S	"
Co-op Bert Andrews	"	"	"
Chandu S	R. J. Reynolds Vaughn Monroe (163)	Comedy of Errors 7:30-7:55	Adventures of Archie Andrews S
"	"	7:55-8 Kennedy Chamberlain	"
Heine and His Band S	Wrigley Gene Autry (169)	Ransom Metal 20 Questions (501)	Am. Home Prod. Hollywood Star Theatre (129) H
"	"	"	"
Hollywood By'line S	Philip Marlowe S	Take A Number	P & G—Duz Truth or Consequences (141) R
"	"	"	"
Crosby's Night Shift S	General Foods Gangbusters (150) R	Meet Your Match	Amer. Tob. Co. Your Hit Parade (165) R
"	"	"	"
"	Broadway's My Beat S	Lombardo USA S	Colgate Shv. C. A Day in the Life of Dennis Day (144) H
"	"	"	"
Phillips Petrol. Nat. Barn Dance (68) *	Sing It Again S	Chicago Theatre of the Air S	Colgate Judy Canova (144) H
"	"	"	"
Hotel Bands S	Carter Prod. Sing It Again (135)	"	R. J. Reynolds Grand Ole Opry (158)
"	Luden's Sing It Again (139)	"	"

AME

SUNDAY

ABC	CBS	MBS	NBC
National Vespers S	Invitation to Learning	American Radio Warblers	U of Chicago Round Table S
"	"	Michael O'Duffy	"
Around the World (150) S	Main Street Music Hall	Chamber Music	NBC Theatre S
"	"	"	"
Co-op Mr. President	Doubleday Helen Drake (56)	Co-op Bill Cunningham	"
"	Doubleday Jack Sterling Show (57)	Veteran Wants to Know S	"
Freehaul Train Harrison Wm. (75)	N. Y. Philharmonic Symphony Orch S	Treasury Variety Show	Miles Lab. One Man's Family (161)
P. J. Ritter Betty Clark (18)	"	"	"
Lthrn Luther Lutheran Hour (190)	"	General Foods Juvenile Jury (223)	Miles Labs Quiz Kids (162)
"	"	"	"
Voices Of Liberty S	"	General Foods Hopalong Cassidy (482)	[Doubleday] Edwin C. Hill (32)
"	"	"	Doubleday Ideas Unlimited (32)
Milton Cross Opera Hour	Carnival Sparks, Sandy & The Chase	U.S. Tobacco Wm Gargan Private Investgr (388)	Shelton Inv. High Adventure (13)
"	"	"	"
Third Man S	Earn Your Vacation	Grove Labs (420) DL&W Coal (23) The Shadow	Helbros Richrd Diamond Prvt. Detective
"	"	"	"
Greatest Gospel Ever Told	Do It Rich S	Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars (167)
"	"	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (140)	Music	Co-op News George Hicks S
Co-op Art Baker's Notebook	P & G Guiding Light (142)	Checkerboard Jamboree	The Playboys
Co-op Welcome to Hollywood	General Foods 2nd Mrs. Burton (88)	Miles Labs. Ladies' Fair (410)	Campbell Soup Double or Nothing (132)
"	P & G Perry Mason (150)	"	"
Hannibal Cobb S	Toni Co. Nora Drake (155)	Miles Labs. Queen for A Day (423)	General Mills Today'sChildren (73)
"	P & G Brighter Day (82)	"	General Mills Light of World (73)
Sterling Drug Bride & Groom (221) *	Babbitt, Nona From Nowhere (144)	Bob Poole Show	P & G Life-Beautiful (149)
"	Miles Labs. Hilltop House (126)	"	P & G Road of Life (149)
Pick a Date with Buddy Rogers *	Pillsbury House Party (152) *	"	P & G Pepper Young (153)
"	"	"	P & G Right to Happiness (152)
Carter Family S	Garry Moore Show S *	Miscellaneous Programs	Sterling Drug Backstage Wife (146)
Tune Trio S	"	"	Sterling Drug Stella Dallas (146)
Melody Promenade S	"	Georgia Jamboree	P & G Lorenzo Jones (144)
"	"	"	Sterling Drug Y. Widder Brown (146)
See Footnotes	Treasury Bandstand S	Kellogg Mark Trail (MWF ½ hr.)	General Foods When Girl Mar's (81)
"	"	National Biscuit Tues.-Thurs. S. Arrow (343)	General Foods Portia Faces Life (89)
"	Hugo Mahn's Orchestra S	M-W-F, Tom Mix-Ralston (482)	Whitehall Just Plain Bill (60)
"	Miles Labs. Curt Massey Time (139) R	Bobby Benson (Tues. & Thurs.)	Whitehall Front Page Farrell (59)

SATURDAY

ABC	CBS	MBS	NBC
Old, New, Borrowed, Blue S	Toni Co. Give and Take (150)	Symphonies for Youth	Voices Down The Wind S
"	"	"	"
Texas Co. Met. Opera (235)	Burden County Fair (164)	"	Voices and Events S
"	"	"	"
"	Wm. Wise Get More Out of Life (46)	Dance Music	Music
"	"	"	"
"	Report From Overseas	"	"
"	Adventures in Science	Caribbean Crossroads	"
"	CBS Farm News	"	"
"	Cross Section U.S.A.	"	"
"	Dance Orchestra	Dunn on Disc	Living—1950 S
"	"	"	"
"	Dance Orchestra	"	TBA
"	"	"	TBA
Doubleday & Co. Sidney Walton-Jacques Farrey (62)	Dance Orchestra	Anahist True or False	Slim Bryant and Wildcats
"	"	"	"
Tea and Crumpets	Dave Stephens Show	TBA	TBA
"	"	Hallicrafter Hollywood Quiz	Hunt Club Do Fd., Confidentia Closeups (60)

BROADCASTING TELECASTING
Copyright 1950

XUM

IT'S WHAT'S ON THE WAVE LENGTH THAT COUNTS

That is if the show is good—and to show you *how* good WCAU's local programs are, put your finger on Pulse*. WCAU rates all 5 of the top 5 daytime shows. By night WCAU is tops, too, with 3 out of the top 5 nighttime locals.

It's why Philadelphians look upon WCAU as *their* station. It's why local businessmen look to WCAU for fast dollars-and-sense results. Add the star-studded array of CBS talent and you know why WCAU will outperform Philadelphia competition for you.

Buy time on WCAU, where time's well spent.

**Pulse of Philadelphia*

WCAU AM TV FM

CBS AFFILIATE

The Philadelphia Bulletin Stations

k-nuz SUCCESS STORY!

MR. HARRY HARTLEY

Here are the amazing facts! Mr. Harry Hartley began the Texas Engine Service in March, 1948, soon afterwards buying time on KNUZ. In two years' consistent use of KNUZ's advertising facilities Mr. Hartley has become one of our major clients, and his organization has become one of the major businesses in the Houston area. Besides the Texas Engine Service Mr. Hartley now owns National Motor Exchange, Beaumont, Texas; International Motor Rebuilding Co., Houston, supplying dealers throughout the Southwest, and United Motor Exchange, Ft. Worth.

Mr. Hartley says this about KNUZ's pulling power: "The success of building my company to a *million dollar* business in such a short time is directly attributed to the splendid results we've enjoyed from the advertising on KNUZ. When I bought KNUZ it was one of the smartest advertising buys I've ever made."

Let us add your name to our impressive list of satisfied advertisers — let your company's or client's success story be a part of our amazing KNUZ success story!

CALL, WIRE OR WRITE

FORJOE: NAT. REP.

DAVE MORRIS, MGR.

CE-8801

k-nuz

(KAY-NEWS)

9th Floor Scanlan Bldg.

HOUSTON, TEXAS

Agencies

JAMES C. SHELBY, assumes duties as radio and television director of McCann-Erickson, Chicago, Feb. 15, replacing **KENNETH CRAIG,** who resigned to become assistant to CBS Central Div. Vice President H. Leslie Atlass [BROADCASTING, Jan. 9]. Mr. Shelby, former staff announcer for WROK Rockford Ill., and KFAC Los Angeles, has been with agency since 1941.

BILL S. BALLINGER, radio and television producer, joins New York office of Campbell-Ewald Co. as head of new programming department, in addition to his current video operations. For past five years, he has written, directed and produced number of TV shows in Chicago. Among them are *Mr. Black* and *At Our House*. Prior to that, he was head of M-K-N Radio Productions.

HUBERT C. SHERK, formerly with Maxon Inc., New York, joins Biow Co. as account executive for Lava Soap division of Procter and Gamble.

Mr. Sherk

JAMES E. HANNA, recently appointed head of radio and television department of N. W. Ayer & Son, New York and Philadelphia [BROADCASTING, Jan. 23], elected to agency's board of directors.

JOHN F. LaFARGE, formerly with Hewitt, Ogilvy, Benson & Mather as vice president, joins copy department of Biow Co., New York. He also worked with Young & Rubicam and N. W. Ayer & Son, Philadelphia.

BOB HOWARD, former freelance writer for Groucho Marx show, joins Philadelphia office of Robert J. Enders Adv. Agency as writer-producer of *TV Jamboree*, set to begin today (Jan. 30) on WCAU-TV Philadelphia.

BOB KNAPP, with Schwimmer & Scott Inc., Chicago, for past 10 years, becomes radio and television copy chief.

L. G. MOSELEY and **NORMAN MORK,** both members of Biow Co. for past year, appointed co-managers of agency's San Francisco office, succeeding **L. J. HANNAH,** resigned.

NELSON FUQUA, formerly of Ruthrauff & Ryan, joins copy staff of Henri, Hurst & McDonald Inc., Chicago.

CHARLES K. WALDEN, partner in recently disbanded agency of Boone, Sugg, Tevis & Walden, San Francisco, joins Walter McCreery Inc., same city, as account executive.

ARTHUR MAYER joins creative and contact staff of Edward A. Grossfeld Agency, Chicago. He previously was at Olian Adv., same city.

FRANK FLINT, radio director of McKim Adv. Ltd., Toronto, appointed director of radio and television. He recently returned to Toronto after extended tour of U. S. TV production centers. **JAMES A. BROMLEY,** formerly of CFRB Toronto, joins radio production department of McKim.

FRANK WALSH joins copy staff at Beaumont & Hohman, Chicago, after working for John W. Shaw Agency, same city.

HERBERT BRETT, producer-director at KPIX (TV) San Francisco for a year, joins Malcolm-Howard Agency, Chicago, as television coordinator. He worked as studio technician at WBKB (TV) Chicago two years and instructed at American Television Institute, also Chicago.

DAVID KNOX, formerly account executive and copy chief with Ruthrauff & Ryan, Hollywood, joins William Kester & Co., same city, in similar capacity.

LEONARD V. STRONG 3d, formerly with Foote, Cone & Belding and Paris & Peart, New York, joins O'Brien & Dorrance Inc. New York, as member of copy department.

HARLEY LEETE, formerly head of agency bearing his name, joins Avery & Bruguiere, San Francisco.

KENCLIFFE, BRESLICH & Co., Chicago, moves to new and larger offices in LaSalle-Wacker Bldg., 221 N. LaSalle St., on Feb. 1.

KNIGHT & RUSSELL Inc., opens offices at 8301 Beverly Blvd., Hollywood. Principals are **VICK KNIGHT,** radio producer and one-time head of radio department of Biow Co. and vice president of Foote, Cone & Belding; and **HENRY RUSSELL,** NBC Western Division director of music. **CHARLES WALTON** acts as industrial consultant; **T. B. KNIGHT** is legal counsel.

DUANE JONES, president of Duane Jones Co., New York, appointed chairman of promotion committee of New York Heart Assn.'s 1950 campaign to raise $750,000 during month of February.

TV-PAYOFF

Client says:

"it sells . . . we're sold"

James Rotto, Sales and Publicity Director, THE HECHT CO.

VARIETY says:

(January 11, 1950)

SHOP BY TELEVISION
With Ruth Crane, Jackson Weaver
30 Mins.; Tues., 7:30 p.m.
HECHT CO.
WMAL-ABC, Washington

This is a "first" for this town, and possibly for the country, in TV retail merchandising. Now beginning its third month, the program has so pleased its sponsor, the Hecht Co., large department store here, that, after five weeks, it was expanded from its original 15 minutes to a full half-hour.

Unusual gimmick of the show, offered as a "shopping service," rather than entertainment, is that merchandise displayed on the program is actually bought during and immediately after the telecast. A trio of eye-filling models appears on the set taking phone orders and opening charge accounts, and the ringing of the telephone bells is audible to the TV audience, thus adding authenticity as well as undoubtedly serving to lure other shoppers.

Format of the program is fairly conventional, with Ruth Crane, director of Women's Activities for WMAL-TV, conducting the show, while her announcer, Jackson Weaver, doubles as funnyman and stooge. The articles displayed are plugged by Miss Crane, with an occasional wisecrack from Weaver, and usually has the added interest of live models to display the wares of the evening. At sponsor's insistence—they have sole say in selection of merchandise offered for sale on the program—the accent is on low cost items. This tends to slow the program at times and keep it from the glamor of certain high-priced articles, like women's fashions. On the other hand, there is no question that, because of it, sales are consistently lively and the weekly take more than warrants cost of the show.

Miss Crane, an accomplished emcee and thoroughly hep to the femme angle in radio and merchandising, keeps things rolling even under the handicap of lack of variety, as in last Tuesday's (3) program, when a succession of face creams grew monotonous. She televises extremely well, and should impart her secret of successful video makeup to others in the field. Weaver's bids for laughs are not always successful, but there's no question that his role on the show can be developed into successful backgrounding. The pair work well as a team, for they've been at it a long time.

The idea for the show, which was dreamed up by the station, is a slick one and a natural for video. The prospect of cramming the channels with too many of them would be a frightening one, but, in moderate doses, it's something different and quite viewable.

Lowe.

Represented by ABC Spot Sales

The Evening Star Station

WMAL-TV

WASHINGTON, D. C.

Miss Helen Thomas
Street and Finney
New York City

Dear Helen:

I bin sayin' fer a long time thet when folks here in Charleston, West Virginny, thinks o' radio they thinks o' WCHS! Heerd 'nother eggzample o' thet t'other day. I wuz out buyin' me a new floor brush when a feller rurshed inter th' store an' yelled, "They's a big farr over in town an' looks like th' whole durned town's gonna burn down! Turn on WCHS and let's hear all 'bout it!" Yessir, thet feller is jest like alla resta th' folks here. He knowed thet he cud find what he wanted on West Virginny's a number one station. When they turned it on sure 'nuff there wuz ar program director, Mort Cohn, talkin' direct from th' farr! Yessir, th' boys here had th' news on th' air jest 35 minits after th' alarm had been turned in! Now Helen, thet's th' way WCHS does things, no matter whuther it's takin' care o' customers like you national folks, or coverin' a farr in downtown Charleston! If yer wants th' best, use old WCHS!

Yrs.
Algy.

WCHS
Charleston, W. Va.

One Does It in Mid-America!

ONE Station
ONE Rate Card
ONE Spot on the Dial
ONE Set of Call Letters

KCMO
Kansas City's ONE and ONLY
50,000
watt station
810kc
Programmed for
Mid-America Audiences

Feature Availability

Jim Monroe & The News 6:00-6:10 P.M. Tues., Thurs. & Sat. Radio reporting at its best with Mid-America's favorite newscaster. Write, wire or call today!

National Representative—John E. Pearson Co.

Feature of the Week

Rehearsing are (l to r) Capt. Christian Engleman, USN; Ted Mack, m.c., and Army Gen. C. L. Ruffner.

THIS year's American Heart Assn. national campaign will get off to a palpitating radio start on Feb. 2, with a TV counterpart on Feb. 7. Ted Mack's *Original Amateur Hour* for Old Gold cigarettes (P. Lorillard Co.) on ABC this Thursday, 9-9:45 p.m., will be changed for the night to *VIP Amateur Hour*. Five nights later, a similar show will be presented on Old Gold's 9-10 p.m. NBC-TV slot.

The show is a natural. For the occasion, congressmen and government officials have offered to be judged for their talent rather than their politics. Promotion for the

(Continued on page 32)

On All Accounts

IF great-grandfather Irwin had never fought with George Washington during the Revolutionary War, who knows what changes there might have been in the life of his namesake, George Washington Irwin, whose childhood naturally was cluttered with cherry trees and honesty.

George Irwin doesn't seem to have fared too badly, however. For, though he didn't grow up to be father of his country, George W. Irwin did become the father of a Beverly Hills (Calif.) advertising agency. Irwin Co. Inc. came into being Jan. 1 of this year after George and his partner Phil D. McHugh dissolved Irwin-McHugh Adv. to set up separate agencies.

GEORGE

Now in business at 239 S. Beverly Drive, George Irwin anticipates billing of over $500,000 this year, half of that to be in radio and television. Currently he is conducting sportscasts and time signals on California stations for California Central Airlines; spots and programming on Los Angeles, New York and Miami stations for Columbia Air Coach System, and local programming and spots for Firestone Tire and Rubber Co., all Los Angeles. For Budget Finance Plan, who recently sponsored *James Roosevelt Show* on ABC, he is planning a new network show in February. Several of his accounts will go into television in the near future.

No novice in either advertising or radio, George has eight years of advertising agency experience behind him, is vice president of KCMJ Palm Springs, Calif., in which he controls an interest, and is now in his 15th year of radio announcing, currently doing five weekly sportscasts for client Bevery Hills Ford on KMPC Hollywood.

Born April 1, 1914, in Pittsburgh, George was the second of his family to receive the illustrious name. His grandfather was the first.

George's interest in radio started when he received an early Atwater Kent radio set which he listened to religiously. In high school he shared his interest in radio with one for farming. After school hours he was behind a mike acting and announcing on WCAE and KDKA Pittsburgh; on week-ends and summers he was behind a shovel farming on the family homestead outside of Pittsburgh.

He completed his last year of high school in Los Angeles where the family moved in 1931. Then fol-

(Continued on page 80)

LINGO
Vertical Tubular Steel
RADIATORS
Write for Factual Data
JOHN E. LINGO & SON
CAMDEN 5, N. J.

XUM

WCAO has the biggest audience* of any radio or television station in Baltimore!

*Hooper Station Audience Index for the City of Baltimore, November-December, 1949; Total Rated Time Periods.

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

The NEW ERA in *Thesaurus*

TWO BIG

HERE THEY COME . . . with all the polish, the bigness, the listener-appeal it takes to sell local advertisers. The commercially-styled RAY McKINLEY and ALLEN ROTH shows are just two of the profit-earning packages brought to you by the New Era in THESAURUS. More top

Ray McKinley and his Orchestra

"The Most Versatile Band In The Land"

featuring

RAY McKINLEY

his vocals, his drums

and DALE NUNNALLY

Each program opens and closes with a warm personality touch as Ray sings over his famous theme music. It's a quarter-hour show, available for immediate and continuous broadcast one-or-more times a week.

brings you

SALES-BOOSTERS!

names, more top shows than ever before are now yours. And with them you get *comprehensive* programming, promotion, publicity . . . continuity . . . *current* hit tunes! Network-quality production. *Take the NEW THESAURUS route to more sponsored programming!*

Music by Roth

featuring dynamic

ALLEN ROTH

his CHORUS, his STRINGS

and his ORCHESTRA

Smoothly-styled openings and closings by the Roth Chorus over theme music set a distinctive mood for this half-hour program series, available for immediate and continuous broadcast 3-or-more times a week.

RCA recorded program services

RADIO CORPORATION OF AMERICA RCA Victor Division
120 East 23rd Street, New York 10, N. Y. Chicago • Hollywood

WVAM ALTOONA

CBS

WARD JOHNSTOWN

FIRST

For Complete Coverage in Central Pennsylvania with top-rated CBS shows. 1000-WATTS FULLTIME.

FIRST

In latest Conlan survey WARD LEADS in audience and low cost coverage. BIGGEST audience . . .
. . . LOWEST cost.

Represented by Weed & Company

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

What Station, please?

*HOOPER STATION AUDIENCE INDEX, FALL 1949
SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA

TIME	HOMES USING SETS	WDBJ	B	C	Other
Monday thru Friday 8:00 AM-12:00 Noon	20.5	55.5	24.9	19.1	0.4
Monday thru Friday 12:00 Noon-6:00 PM	22.0	54.5	31.5	14.0	0.0
Sunday thru Saturday 6:00 PM-10:30 PM	38.0	68.8	14.3	15.4	1.5

*C. E. HOOPER, Inc.

Get the entire story from
FREE & PETERS

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., *National Representatives*

New Business

PARKER PEN Co., Janesville, Wis., appoints Tatham-Laird Inc., Chicago, to service advertising on new product and its test campaign that cannot be handled by J. Walter Thompson Co., New York, because it has conflicting account. JWT continues to handle all other advertising of Parker Pen Co.

COTT BEVERAGE Corp., New Haven, Conn., appoints John C. Dowd Inc., Boston, to handle plans for extensive sales expansion program throughout New England. Radio and television will be used.

STERLING INSURANCE Co., Chicago, radio user, appoints Reincke, Meyer & Finn to handle advertising.

GORDON BAKING Co. (Silvercup bread) begins sponsorship of Commodore Production, Hollywood's *Hopalong Cassidy* package over WNBT (TV) New York, WSPD-TV Toledo, Ohio, and WWJ-TV Detroit. N. Y. Ayer & Son Inc., Philadelphia, is agency.

UNITED FRUIT Co. Feb. 6 begins sponsorship of New York state-wide weather program utilizing FM facilities of Rural Radio Network and AM and FM facilities of WQXR New York. Shows will be heard 7:25-7:30 p.m. daily, except Sunday. Agency: BBDO, New York.

GENERAL BAKING Co., New York, for Bond Bread, adds WLWC (TV) Columbus for time signals seven days weekly. Company, through BBDO, New York, also renews its three time signals daily, Mon.-Fri., on WNHC-TV New Haven, Conn.

C. A. SWANSON & Sons, Omaha (poultry processor), names Tatham-Laird, Chicago, as its agency. Media schedules have not been set. Account executive is **Charles Standen.**

EMERSON DRUG Co., Baltimore, expands TV spots on 17 stations in major markets with addition of spot announcement before telecasts of all home games of Brooklyn Dodgers on WOR-TV New York. Agency: BBDO, New York.

RCA-VICTOR and six RCA-Victor distributors in Trenton, N. J., area, begin series of cooperative programs over WTTM Trenton. Schedules are for 52 weeks and include *Trenton Merry Go Round, Household Hints, Trenton Quiz, The Wishing Well, 920 Mystery Club, Talk of the Town* and *920 Musi-Quiz.*

Network Accounts • • •

BOWEY'S Inc., Chicago, for DariRich chocolate flavored milk, will sponsor *Stars over Broadway* on Mutual Saturday, 5:30-5:45 p.m. in each time zone starting Feb. 25 through Sorensen & Co., also Chicago. Bowey's is basing its 1950 sales effort on show, and local dairies will cooperate in tie-ins. **Radie Harris** will originate her movie personality commentary in New York.

PABST BREWING Co., Milwaukee, will sponsor boxing from St. Nicholas Arena, New York, on CBS-TV Wednesday nights starting March 1 for nine weeks through Warwick & Legler, New York. Fights will be telecast 9 to 10 p.m. CST and are timed to coincide with campaign on sale of bock beer, which firm has not produced since 1940. All other beer and ale products will be advertised also.

EAGLE LION FILMS, Hollywood, beginning early in February, will employ extensive radio campaign over Yankee Network in New England on behalf of "Guilty of Treason," new production.

LIGGETT & MYERS TOBACCO Co. (Chesterfield cigarettes) through Cunningham & Walsh Inc., sponsors *Arthur Godfrey Digest*, new Saturday evening half-hour program on CBS. Series reviews highlights of morning show, CBS 10:15-11:30 a.m., Mon.-Fri. Company also sponsors 11-11:30 a.m. portion of morning show and *Arthur Godfrey & His Friends* on CBS-TV Wed., 8-9 p.m.

Adpeople • • •

ANDREW L. ROWE, formerly general sales manager of Elgin National Watch Co., Elgin, Ill., appointed vice president in charge of sales, marketing and advertising. He succeeds **H. D. SCHAEFFER**, retired. Mr. Schaeffer will continue as consultant to sales department of company.

SHERMAN ROGERS, formerly with L. C. Cole Co., joins advertising department of Shell Chemical Corp., San Francisco.

HY FREEDMAN, for past three years in sales department of Hunt Foods Inc., Fullerton, Calif., named assistant merchandising manager in charge of publicity and public relations for firm.

CBS STARS
ARE ALWAYS SHINING
OVER *EASTERN IOWA*
VIA **WMT**

The Gene Autry Show, sponsored by Wrigley Gum, is heard Saturday nights on WMT

He Rides the Eastern Iowa Range Via WMT

Ridin', ropin' and singin' his triple-threat way into the radio lives of millions, Gene Autry is as much at home with a rope in the saddle as he is before the mike with a western song. His popular "Gene Autry Show" is another in the long list of exclusive CBS programs brought to Eastern Iowa by WMT.

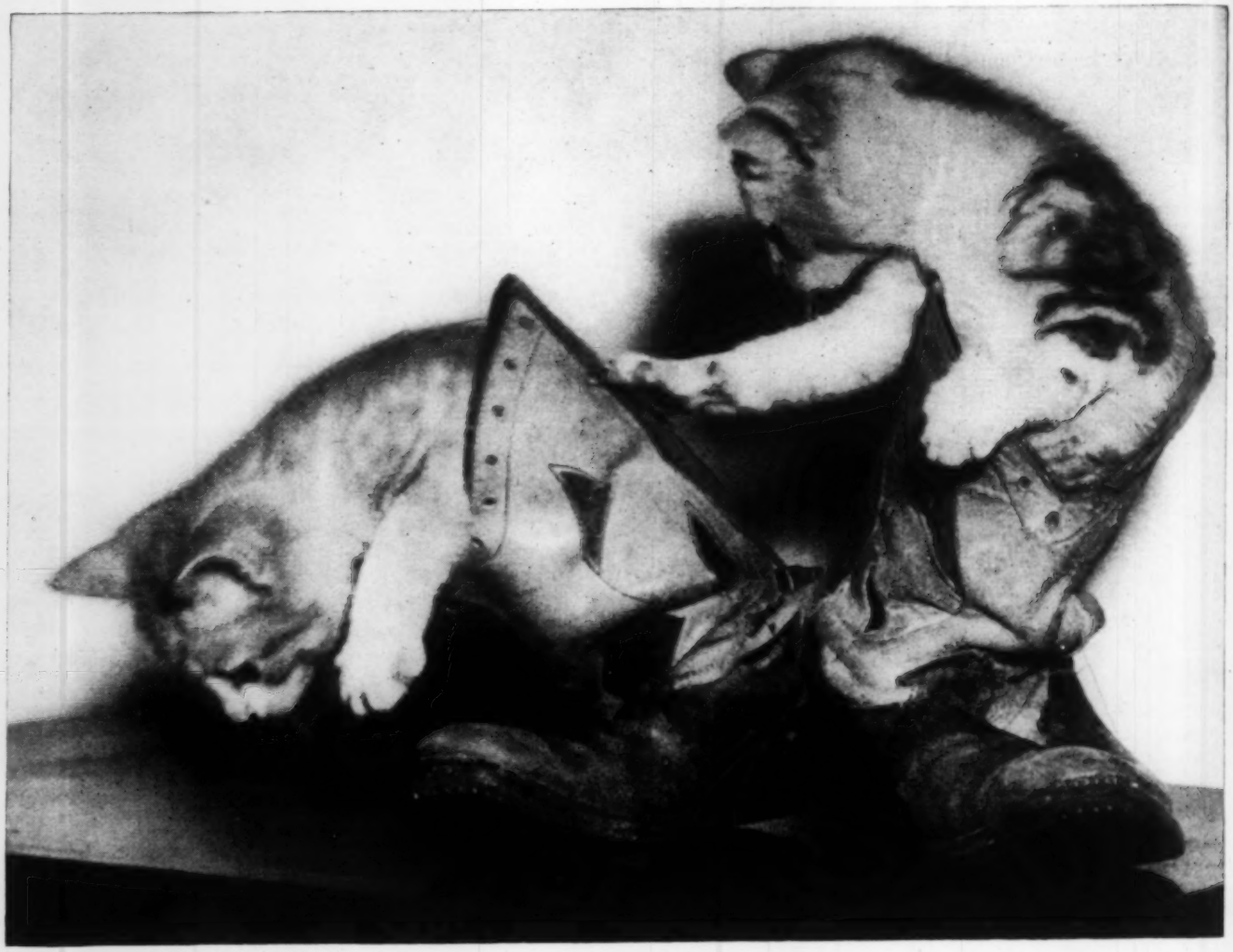
In addition to outstanding CBS entertainment, WMT offers complete news coverage and intensive farm programming to a "city" larger than Washington, D.C., spread out over the richest land in the world. When you've something to sell in this balanced farm and industrial market, use popular WMT. The Katz man has full details.

WMT

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network

Now in our 27th year



PUSSY CATS IN BOOTS

It's rare enough to see *one* puss in boots. To get *two* pussy cats in *two* boots is a right neat trick.

There's a neat (and easy) trick to buying radio time in Baltimore. You just spend a *little* bit of money on W·I·T·H, and then see *big* things happen!

You see, W·I·T·H delivers more *home* listeners-per-dollar than any other station in town. And *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W·I·T·H.

That means that you get *big* results from *small* appropriations on W·I·T·H. Call in your Headley-Reed man and get the whole W·I·T·H story today!

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

BROADCASTING
TELECASTING

Vol. 38, No. 5 WASHINGTON, D. C., JANUARY 30, 1950 $7.00 A YEAR—25¢ A COPY

HEARINGS ON THREE BILLS

Feb. 20 Is Target Date

By JOHN OSBON

CONGRESSIONAL hearings on three major radio bills—including a new measure to create a "super FCC," establish new regulatory sanctions, and assure broadcasters' immunity from political libel suits—were earmarked by the House Interstate Commerce Communications Subcommittee last Thursday to start about Feb. 20.

Aside from the new bill (HR 6949), introduced Tuesday by Subcommittee Chairman George Sadowski (D-Mich.), the measures are the Senate-approved FCC reorganization bill (S 1973) written by Sen. Ernest W. McFarland (D-Ariz.), and the bill (HR 2410) introduced by Rep. Harry Sheppard (D-Calif.) to divest networks and equipment manufacturers of radio station ownership.

Rep. Sadowski's measure, covering only a portion of the subjects he had outlined the week before [BROADCASTING, Jan. 23], may be followed by another bill dealing with additional phases. The Congressman confirmed that he is having material drafted for such a measure, and said "if I like it, I may introduce it."

Replacement Measure

Such a bill, if introduced, presumably would be intended as replacement for the McFarland Bill, which deals exclusively with procedural matters. The subject was discussed at Thursday's meeting of the communications subcommittee, and it was indicated the group will take up the McFarland measure *in toto* during the hearings.

Although he challenged some portions, particularly a restriction on FCC's anti-trust authority, Rep. Sadowski denied that the McFarland Bill is "dead" or that he is opposed to it in principle. "I still have not given up on the reorganizational aspects," he said.

Meanwhile, his assertion that he introduced his bill as a means of acquainting his subcommittee with "substantive problems" of radio revived speculation that there would be no concerted drive for enactment. He had said the week before that "we may not press for legislation."

He said he hoped to complete the three-bill hearings in six weeks—by about the end of March. However, there loomed a possibility that the hearings would not open by the Feb. 20 target date, or at least would not get into swing until later.

The Sadowski Bill would:

● Create an independent 5-man Frequency Control Board which would have broad powers over the existing FCC and absorb some of its major functions as well as replace the Interdepartmental Radio Advisory Committee (IRAC) as agency for government allocations.

● Give FCC additional administrative sanctions—power of suspension, levying of fines and issuance of cease-and-desist orders—over licensees and permittees.

● Render licensees immune from civil or criminal actions for libelous statements in political broadcasts.

The proposed Frequency Control Board would apportion frequencies between government and non-government users, make assignments to government stations, and prescribe rules to govern FCC's assignments to private users.

This "super FCC" also would take over FCC's task of negotiating international agreements, subject to control of the President and assisted by the State Dept. Additionally, it could veto any proposed FCC assignment or renewal which would: (1) cause "harmful interference" to any government user, or (2) violate any prescribed board regulation covering FCC frequency assignments to non-government stations.

Defense Requirements

A Military Liaison Committee would be established which could, if it felt the board had acted "adversely" to needs of national defense, take the matter up with the Secretary of Defense, and, with his consent, take it to the President for final decision.

Rep. Sadowski cited the Commission's backlog of applications whose processing, he said, has been delayed for months and even years. He noted individual FCC members

(Continued on page 46)

Text of HR 6949 To Amend the Communications Act of 1934, as Amended.

In the House of Representatives
January 24, 1950

Mr. Sadowski introduced the following bill; which was referred to the Committee on Interstate and Foreign Commerce

A BILL

To amend the Communications Act of 1934, as amended, with respect to certain matters related to radio communication.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That this Act may be cited as "Communications Act Amendments, 1950".

TITLE I—RADIO FREQUENCY CONTROL

SECTION 1. Title III of the Communications Act of 1934, as amended, is hereby amended by adding at the end thereof the following new part:

"PART III—FREQUENCY CONTROL

"ESTABLISHMENT OF FREQUENCY CONTROL BOARD

"SEC. 371. There is hereby established in the executive branch of the Government an independent agency to be known as the Frequency Control Board (hereinafter in this part referred to as the 'Board'). The Board shall consist of five members to be

(Continued on page 48)

RADIO'S AUDIENCE

BMB Study Shows Increase

RADIO's audiences have been rising since the war and Study No. 2 of Broadcast Measurement Bureau will show this upward trend when detailed surveys go into the mail, probably tomorrow (Tuesday).

Disclosure of increased listening to stations since BMB's Study No. 1 was released in the spring of 1946 will provide a new fund of facts for use by individual stations in the competitive media battle.

The vast store of information on who listens to what stations will provide agencies and advertisers with the material they have demanded for guidance in spending the $429 million a year for radio time.

Since the reports are not yet in the mail, agency and advertiser reaction is not available. These groups have taken an important role in planning and executing one of the most controversial projects in broadcast history.

Dr. Kenneth H. Baker, acting president of BMB and NAB research director on leave, told BROADCASTING Thursday the tabulations were near completion and only an unforeseen crisis could hold up the Tuesday mailing.

News Conference Called

A news conference has been called for 3 p.m. tomorrow at BMB headquarters in New York, when Dr. Baker will discuss the reports and their significance. The small number of subscribers to this study—625 stations, less than a third of the AM stations on the air last spring when the study was conducted—will make it difficult to draw from the individual station reports any general conclusions applicable to the country at large. This is quite different from the first study, made in 1946, when the great majority of all AM stations then on the air were BMB subscribers.

However, BMB has on hand full data on the audiences of all non-subscriber stations as well as subscribers. That data BMB has been authorized to release in a limited way never exactly defined. Lack of funds and personnel have made any detailed analysis of the full returns impossible to date, but Dr. Baker hoped to be able to develop a few highlight conclusions over the weekend which he can discuss on Tuesday.

Advance sampling indicates the small stations have gained listeners, partly at the expense of the high-power stations. This is not surprising in view of the postwar licensing policy of the FCC which has resulted in a tremendous increase in the number of stations, largely low-power.

With 625 station subscribers for its second study, BMB mailed out

(Continued on page 50)

"THANK YOU" card from Smokey the Bear is presented to Vincent Riggio (2d r), president of American Tobacco Co., in recognition of the firm's radio support last fall of The Advertising Council's Prevent Forest Fires campaign. American Tobacco Co. reached more than 40 million listeners each week with special messages. Participating in the ceremony (l to r): Alfred F. Bowden, assistant to Mr. Riggio; Clint Davis, Advertising Council; Mr. Riggio; Gordon Kinney, Ad Council's director of radio. Mr. Riggio promised more radio support for the spring campaign.

MADDEN TO NBC

Joins Network on Feb. 1

NBC ANNOUNCED last week that Edward D. Madden, former executive vice president and director of the now defunct American Newspaper Advertising Network, would join the network as assistant to the president [CLOSED CIRCUIT, Jan. 23].

Mr. Madden's precise duties at NBC have not yet been determined, it was said. He goes to NBC Feb. 1.

Mr. Madden is the second executive to be imported from outside the broadcasting field into the top NBC hierarchy in recent weeks. Victor T. Norton, former president of American Home Foods Inc., was hired as vice president for administration a fortnight before [BROADCASTING, Jan. 16].

Yet to be named to the staff level of NBC management is a public relations chief. It was believed that a selection for this position would be made shortly.

Mr. Madden, before joining the newspaper network in May 1946, had been with McCann-Erickson since 1934.

He started at McCann-Erickson as an account executive on Standard Oil; later organized the agency's sales promotion and publicity departments, and then became director of new business.

Before joining the agency he served variously as vice president in charge of creative merchandising of Keiterlinus Lithographic Co., Philadelphia, co-manager of the direct mail merchandising division of Reuben H. Donnelly Corp., and assistant manager of the Chicago office of the American Hard Rubber Co.

WITT RESIGNS

Leaves CBS To Join Kem Co.

HARRY W. WITT, for the past several months executive on special assignment for CBS Hollywood, resigns effective Feb. 1 to become a vice president of Harry H. Kem Co. Ltd., Beverly Hills, Calif., real estate, property management and insurance firm.

Prior to returning to CBS in November 1949, Mr. Witt was for 18 months general manager of KTTV (TV), *Los Angeles Times*-CBS owned station.

For four years before that he was assistant general manager of CBS Western Div. and KNX Hollywood, first joining CBS in 1936 as KNX sales manager. Previously, he worked in the same capacity for KHJ Los Angeles.

CBS BILLINGS

Gain $600,000 in 3 Sales

CBS REPORTED a gain of $600,000 gross billings resulting from three time sales last week.

Colgate-Palmolive-Peet, through William Esty Co., New York, bought the Mon.-Fri. 4-4:30 p.m. strip for an as yet unselected program beginning in March. Gross time billings will amount to $1 million per year.

Billings from the Colgate business plus that of Chesterfield's purchase of *Arthur Godfrey's Digest* and Columbia Records Inc.'s purchase of *LP Parade*, both announced earlier, were slightly offset by cancellation of two other programs.

American Tobacco Co., through Lawrence C. Gumbinner, New York, dropped the *Joan Davis Show*, Friday, 9-9:30 p.m., effective March 3, and Prudential Insurance Co., it had been announced earlier, cancelled *Family Hour of Stars*. Net gain in gross billings was $600,000, the network reported.

CM&S AGENCY

To Get Eight Smith Clients

CARLOCK, McClinton & Smith Inc., New York, newly established agency [BROADCASTING, Jan. 23], will acquire eight clients of the Paul Smith Advertising Agency, when the latter agency is merged with the former.

The firms are: Edroy Products Co., New York, maker of optical goods; Elene of Vienna, New York, Pine Air Freshener; Harrison Hosiery Mills, Waltham, Mass., Nylocrepe Stockings; Pitman Publishing Co., New York and London, publisher of art and technical books; Princess Eve Products, New York; Risdon Manufacturing Co., Naugatuck, Conn., Scope cigarette holder and Writescope telescoping pens and pencils; Stewart - Hartshorn Co., Oswego, New York, and the *New York Times* (posters).

Drawn for BROADCASTING by Sid Hix

". . . And now, a message from the National Safety Council on fire prevention!"

NBC AM SALES

Now Four Sections

NBC RADIO SALES planning and research department of the sound broadcasting network has been organized into four sections.

Supervisors of the sections are Howard Gardner, sales planning supervisor in charge of broadcast statistics, competitive media and market research information; Kenneth E. Greene, circulation supervisor in charge of station and network audience measurements including BMB; Raymond J. Maneval, program research supervisor in charge of the Schwerin testing operation and general program analysis, and Dwayne Moore, ratings supervisor in charge of program audience measurements including Hooper and Nielsen.

All supervisors report to George W. Wallace, director of the department.

SACKS TO RCA-NBC

Leaves Columbia Records

EMANUEL (Mannie) SACKS resigned last week as vice president and director of Columbia Records Inc. to join RCA-Victor Div. and NBC as director of artists relations Feb. 1.

Mr. Sacks' appointment to serve both RCA-Victor and NBC in artists relations will not change operation or present personnel in either organization, Frank M. Folsom, RCA president, announced.

With Columbia Records since 1940, Mr. Sacks was associated with Music Corp. of America for seven years before that time, and prior to that was director of public relations and in charge of the artists bureau of WCAU Philadelphia.

AAAA MEET SET

Sawyer Keynote Speaker

SECRETARY of Commerce Charles Sawyer, also president of WIZE Springfield and WING Dayton, both Ohio, will be keynote speaker at the annual dinner of the American Assn. of Advertising Agencies meeting March 30-April 1 at the Greenbrier, White Sulphur Springs, W. Va. Secretary Sawyer's March 31 address will mark his first appearance, since the formation of the Commerce Dept.'s new advertising advisory committee, before all segments of the advertising industry.

Theme of the AAAA convention will be "Advertising's Responsibility in an Expanding Economy."

Members of the Assn. of National Advertisers, meeting March 29-31 at the Homestead in Hot Springs, Va.—near White Sulphur Springs—will be invited to attend AAAA sessions on March 31 and April 1.

The operations committee of the AAAA board of directors, headed by Clarence B. Goshorn, of Benton & Bowles, New York, is planning the convention program.

NETWORK TIME SALES

PIB Reports Nov. Near $16 Million

GROSS TIME SALES of the four nationwide radio networks during November 1949 totaled $15,855,787, according to data released last week to BROADCASTING by Publishers Information Bureau. Based on records of individual sponsored programs on the networks, calculated at the one-time rate without discounts, PIB data show the network gross time sales as $171,391,283 for the January-November period. Compared with 1948, the network November gross is down 8.8%, the 11-month figure is down 5.9% from the total for the same period of 1948.

CBS was top network in gross time sales in November, but NBC was less than $16,000 behind, making the two practically tied for first place for the month. For the first 11 months of 1949, NBC was the leader, also by a margin so slight as to be insignificant. What is significant is that CBS showed a gain in 1949 over 1948, both for November and for the 11 months, while all the other networks showed losses for 1949 as compared with 1948 for the month and the 11 months (Table I).

Procter & Gamble was the leading buyer of network time in November, spending $1,452,804, more than twice as much as Sterling Drug Inc., which ranked second with time purchases of $724,206. Table II lists the top ten users of network time in November and the gross time purchases of each.

Foods and food products were advertised more extensively than any other group promoted by network advertising in November, using $4,074,456 worth of network time that month. This product class also ranked first for the January-November period, accounting for gross time purchases of $40,970,118.

Toiletries ranked second, both for November and the 11-month period; smoking materials were third in both lists, drugs fourth and soaps and cleansers fifth. Automotive advertising ranked sixth for both November and the 11 months. Gasoline and motor oil and other fuels ranked seventh in November, ninth for the January-November period; candies and soft drinks were eighth for the month, seventh for the 11 months; jewelry and allied products ranked ninth in November, 12th for the 11 months; the miscellaneous class, including religion, pet foods, luggage, etc., ranged 10th for November, 11th for the 11-month period.

Full analysis of the combined network gross billings by product groups for November and January-November 1949 and 1948, comprises Table III. Table IV shows the leading advertisers of each product group for the month of November 1949.

* * *

TABLE I

Network	NOVEMBER 1949	% Gain or Loss	1948
ABC	$ 3,406,624	—12.8%	$ 3,908,034
CBS	5,574,005	1.3	5,505,256
MBS	1,316,963	—35.1	2,030,250
NBC	5,558,195	— 6.8	5,950,335
Total	$15,855,787	— 8.8%	$17,393,875
	JANUARY-NOVEMBER		
ABC	$ 36,685,210	— 9.0%	$ 40,322,082
CBS	57,629,634	2.2	56,403,102
MBS	16,694,786	—19.8	20,822,063
NBC	58,381,653	— 8.1	63,497,863
Total	$171,391,283	— 5.9%	$181,045,110

* * *

TABLE II

TOP 10 NETWORK ADVERTISERS IN NOVEMBER 1949

	Expenditures for Network
1. Procter & Gamble Co.	$1,452,804
2. Sterling Drug Inc.	724,206
3. General Foods Corp.	647,409
4. General Mills	591,928
5. Miles Labs	570,410
6. Lever Bros. Co.	560,554
7. Campbell Soup Co.	551,749
8. American Tobacco Co.	533,761
9. Liggett & Myers Tobacco Co.	402,342
10. Philip Morris & Co.	394,146

TABLE III

GROSS NETWORK TIME SALES FOR NOVEMBER 1949 BY PRODUCT GROUPS

	Nov. 1949	Jan.-Nov. 1949	Nov. 1948	Jan.-Nov. 1948
Agriculture & Farming	93,538	1,050,737	128,539	1,384,170
Apparel, Footwear & Access.	100,996	1,174,728	132,246	1,314,728
Automotive, Automotive Equip. & Access.	462,503	6,270,286	1,036,459	6,924,347
Aviation, Aviation Access. & Equip.	.....	.....	.....	.....
Beer, Wine & Liquor	182,044	1,143,250	70,068	1,029,922
Bldg. Mat., Equip. & Fixtures	103,270	1,178,485	101,430	882,874
Confectionery & Soft Drinks	388,619	5,874,708	667,845	7,025,800
Consumer Services	170,734	1,794,236	274,449	2,383,822
Drugs & Remedies	1,902,143	19,130,634	1,829,668	20,675,976
Entertainment & Amusements	.....	5,340	.....	5,215
Food & Food Products	4,074,456	40,970,118	4,004,984	42,889,782
Gasoline, Lubricants & Other Fuels	406,646	5,178,673	510,994	5,356,142
Horticulture	.....	97,642	.....	98,946
Household Equip. & Supplies	298,966	5,795,291	734,029	7,901,041
Household Furnishings	38,270	856,424	109,654	1,222,052
Industrial Materials	188,745	2,002,083	195,975	1,567,710
Insurance	272,446	3,447,176	322,075	3,886,207
Jewelry, Optical Goods & Cameras	360,613	2,477,101	174,431	1,007,807
Office Equip., Writing Supplies & Stationery	133,752	1,262,973	131,250	2,169,421
Political	23,869	56,574	140,000	1,213,282
Publishing & Media	80,580	854,476	99,594	1,419,850
Radios, TV Sets, Phonographs, Musical Inst. & Access.	.....	731,545	124,611	1,395,453
Retail Stores	.....	38,472	.....	.....
Smoking Materials	2,088,757	21,452,359	1,684,138	18,356,831
Soaps, Cleansers & Polishes	1,583,110	17,719,446	1,935,681	18,813,131
Sporting Goods & Toys	4,969	67,743	.....	59,089
Toiletries & Toilet Goods	2,479,889	26,895,452	2,586,232	29,275,985
Transportation, Travel & Resorts	67,668	1,007,501	128,976	227,504
Miscellaneous	349,214	2,877,830	270,547	2,558,023
Total	15,855,787	171,391,283	17,393,875	181,045,110

* * *

TABLE IV

TOP NETWORK ADVERTISER FOR EACH PRODUCT GROUP IN NOVEMBER 1949

Agriculture & Farming	Allis Chalmers Co.	33,102
Apparel	Frank H. Lee Co.	34,740
Automotive, Automotive Equip. & Access.	Chrysler Corp.	87,705
Aviation, Aviation Access. & Equip.	.....	.....
Beer, Wine & Liquor	Schenley Industries Inc. (Blatz Breweries)	62,124
Bldg. Materials, Equip. & Fixtures	Johns Manville Corp.	103,270
Confectionery & Soft Drinks	Coca-Cola Co.	170,139
Consumer Services	Electric Co.'s Adv. Pro.	67,536
Drugs & Remedies	Sterling Drug Co.	650,685
Entertainment & Amusements	.....	.....
Food & Food Products	General Foods Corp.	621,374
Gasoline, Lubricants & Other Fuels	Sun Oil Corp.	88,832
Horticulture	.....	.....
Household Equipment	Philco Corp.	136,412
Household Furnishings	Armstrong Cork Co.	34,604
Industrial Materials	U. S. Steel Corp.	107,970
Insurance	Prudential Insurance Co. of America	116,930
Jewelry, Optical Goods & Cameras	Longines-Wittnauer	92,261
Office Equip., Writing Supplies & Stat.	Hall Bros.	67,164
Political	.....	.....
Publishing & Media	Christian Science Pub. Soc.	31,260
Radios, TV Sets, Phonographs, Musical Inst.	.....	.....
Retail Stores	.....	.....
Smoking Materials	American Tobacco Co.	533,761
Soaps, Polishes & Cleansers	Procter & Gamble	928,661
Sporting Goods & Toys	R. C. W. Enterprises	4,969
Toiletries & Toilet Goods	Procter & Gamble	391,779
Transportation, Travel & Resorts	American Assn. RR	66,036
Miscellaneous	Lutheran Church Mo. Synod	32,456

'49 SET SALES

All-Time High of $850 Million

DOLLAR volume of the radio manufacturing industry reached an alltime peak of $850 million in 1949, 13% above the $750 million figure in 1948, according to Raymond C. Cosgrove, president of Radio Mfrs. Assn.

Preliminary RMA estimates are based on total set sales at the manufacturer level. Converted to retail values, the industry's production exceeded $1.3 billion in 1948, not counting TV installation and service charges.

"Thanks to the high rate of TV set sales, especially during the last quarter, the industry in 1949 did the greatest volume of business in its history," Mr. Cosgrove said. "Television receiver sales, because of their greater value, accounted for more than 65% of the set industry's gross income or close to $560 million."

The record output of well over 2,800,000 TV receivers represented more than $875 million at the retail level, he said. He added that the value of TV receivers manufactured in 1949 was twice that of all TV sets produced between the end of World War II and the close of 1948.

A public investment of over $1,250 million is represented in the retail value of the 4 million TV sets produced since the war, Mr. Cosgrove said. He reminded that the 1949 sales were accompanied by substantial cuts in prices of TV receivers as a result of economies acheived through increased output and passed on to the consumer.

Table Model Cuts

The average price of a table model TV set, at the factory level, is more than 25% under the 1948 figure and 35% under 1947, he said. Table models comprise 60% of TV set output in 1949.

Mr. Cosgrove observed that TV screens are steadily growing in size.

Radio set sales in 1949 amounted to $290 million at the factory, he said, following a "remarkable recovery" in the fourth quarter. Total production was about 10.5 million units. Sales of auto radios rose to 3.5 million units, an alltime record. He estimated there are now 14.6 million auto sets in use.

The sharp upswing in radio set sales in late 1949 "would seem to belie the prophets of doom who were recently forecasting the early death of radio," he said.

"An increasing number of TV sets are being equipped with radio reception facilities—FM or FM-AM—so that even the television set owners are by no means entirely lost to radio," Mr. Cosgrove said. "Outdoor listening has been widely increased through the heavy sales of both auto and portable radios."

Set industry employment is at a peacetime peak, he said, taking its place among foremost industries of the nation.

NAB BOARD HEADACHES

Structure, Dues On Agenda

By J. FRANK BEATTY

NAB'S BOARD OF DIRECTORS will meet next week in Arizona to take stock of the revamped headquarters operation and to make it click despite a shrinking pocketbook.

The board faces interlocking problems of staff operation that stem from structural changes, concentration of power in the president's office, transfer of the budget to an April 1 fiscal-year basis and some symptoms of dissatisfaction with the way things are going in Washington.

On top of that the board must decide whether to stop the current 12½% discount in members' dues and perhaps increase the dues in some of the low-income brackets.

Then there is the proposal of a three-committee group to re-work the whole structural chart [BROADCASTING, Jan. 16].

With such perennial problems as BMB, Broadcast Advertising Bureau and dwindling membership on its agenda, the Feb. 8-10 gathering at the San Marcos Hotel, Chandler, Ariz., promises to be a spirited session. The board itself has drawn some criticism for selection of the southwestern site.

Final Meeting For 7

Seven directors will be attending their final board meeting because of the new two-term limit on directorships. Eighteen of the 27 directorships are at stake in elections to be completed next month.

The tri-committee plan to change the new NAB structure is understood to have aroused little enthusiasm last week when the board's Structure Committee met in Washington. The committee also held a joint session with the board's Finance Committee.

Having spent more than a year studying and refining the NAB headquarters operation, the Structure Committee is believed to feel there is nothing seriously wrong with its system. The basic charting has been done and the task of making it work is in the hands of President Justin Miller, committee members believe.

The tri-committee discussions early this month, involving some 25 broadcasters from all segments of the industry plus a half-dozen board members, had brought to the surface some criticism of NAB's internal affairs, including the functioning of the new Radio and Television Divisions.

Changes Suggested

The three committees had been called together as the result of a board directive last November, the board desiring their ideas on how the two divisions should fit into the headquarters functioning. After voting a strong endorsement of President Miller, the tri-committee group suggested a series of changes in the new structure.

These changes included splitting of the secretary-treasurer's job into secretary-field director and a top-level treasurer-general manager; pulling of administrative teeth from the two division heads, and relative independence for Broadcast Advertising Bureau. The Structure Committee didn't buy this package but actual decision is up to the board. Judge Miller was dubious about the proposals.

Last week NAB received both praise and criticism from Ralph N. Weil WOV New York general manager. Mr. Weil wrote a letter in which he stated he was remaining a member of NAB but he blamed some of the industry's problems on internal haggling and extravagance at NAB headquarters (see following).

Mr. Weil is a member of NAB's All-Radio Presentation Committee, which has guided planning and production of the industry's promotion film, "Lightning That Talks," soon to be premiered [BROADCASTING, Jan. 23].

Second attack was delivered by FCC Comr. Robert F. Jones who charged Judge Miller and NAB with representing "power segments" of the industry (see story this page).

The Finance Committee went over the association's budget problems at length last week. A year ago NAB had envisioned 1949 income of about $820,000, with estimated expenses of $774,273. This would leave an excess of $45,727.

At that time the picture was rosy. Then ensued a flurry of resignations that brought membership down from a peak of 2,003 at the end of 1948 to 1,767 last July 1. The late 1948 total included 1,270 AM, 656 FM and 4 TV stations. By last July there were only 1,12[illegible] AM, 548 FM and 6 TV members.

Some of the resignations involved high-bracket stations so NAB set out to acquire new members and recapture lost ones. This drive centered around the autumn district meetings. By November the membership had been brought up slightly to a total of 1,783, including 1,152 AM, 518 FM, 36 TV (mostly AM video affiliates).

As of today, the total is 1,768, including 1,154 AM, 501 FM, 37 TV stations. FM Assn. was absorbed at the close of 1949, but FM membership in NAB has declined. Associate membership has ranged between 69 and 76. At present it is 72.

Dues Question Grows

With membership down, the dues question becomes more important. Last July the board cut dues 12½% to meet what was described as a widespread industry demand. At the same time it wielded the axe on staff services and cut the budget nearly $75,000 to a figure of $701,511.

At last November's board meeting it was evident that expenses were running ahead of income. This trend has continued, it is understood, and cancellation of the

(Continued on page 53)

REPLICA of the first transmitter of KDKA Pittsburgh, which was presented to the Carnegie Museum to start its new History of Radio room, is discussed by Graham Netting (l), assistant director of the Carnegie Museum, and Walter Evans, president of Westinghouse Radio Stations Inc. Opening of the new exhibit is planned during National Radio Week next November.

JONES HITS NAB

Answers Miller

NAB and its president, Justin Miller, were charged last week by FCC Comr. Robert F. Jones with speaking "for the power segments of the industry."

The charges were made by Comr. Jones after Judge Miller had commented favorably on the Commissioner's Jan. 17 speech before the American Marketing Assn. [BROADCASTING, Jan. 23].

Comr. Jones' letter took both Judge Miller and NAB apart for references to FCC's role in color television's development. He accused Judge Miller of "joining forces with those who wish to lick color with nothing," and interpreted his comment as "some confirmation" of charges by small broadcasters that NAB speaks for large broadcasters.

Judge Miller's letter had commented particularly on this paragraph of Comr. Jones' speech:

When private enterprise seeks out the most profitable market for the installation of clear-channels and regionals in highly congested areas, I find no fault with such action. That is the kind of enterprise I have defended all my public and private life. But, when private industry attempts to use government processes to accomplish the same thing in television, or when I think it attempts to use the Commission to eliminate the natural forces of competition between established black-and-white and infant color, I draw the line. Likewise, when the industry tries to use the Commission to thwart or delay reliable television service for towns like Lima, that calls for some noise and infield action.

Text of Judge Miller's Jan. 19 letter to Comr. Jones follows:

I have read with very great interest the address which you delivered on Jan. 17, 1950, before the American Marketing Assn. It makes clear to me ideas attributed to you in the press and not there clearly expressed.

I agree with you in the conclusion which appears in the third-from-the-last paragraph on page 12 of the address. On the other hand, I would resent, and I am sure you would, the use of the power of the government to force assembly-line production before the laboratory work has been done which is necessary for the development of new industrial procedures.

Somewhere between the kind of repressive action set out in the third-from-the-last paragraph of your address and the method of a Stalin who attempts to dictate the procedures of science, there lies a happy medium and I am delighted that a man, so clearly qualified as you, should be occupying a position from which that happy medium may be intelligently presented and insisted upon.

Text of Comr. Jones' Jan. 24 letter to Judge Miller follows:

May I thank you for your letter of the 19th with reference to my address before the American Marketing Assn. I am, however, concerned by your intimation that the power of government is being used or there is a threat that it may be used "to force assembly-line production before the laboratory work has been done which is necessary for the development of new industrial procedures."

I am amazed that a former Judge of the Court of Appeals, a lawyer who has spent many years as head of the NAB and who holds himself out as an expert on the Communications Act and the Constitution, should lend currency to this false shibboleth in the color proceedings. All that is involved in these proceedings is: Shall color be suppressed by keeping the standards exclusively for black-and-white television so that the American public will be deprived of color television? You obviously misunderstood my speech, and I am suprised that a man who has so frequently called attention to the Commission abuses in many fields of broadcasting would suggest usurpation of power that the Commission or its staff has never even dreamed of.

Certainly you would be the last one I would expect to interpret the Commission's rule-making proceeding as forcing anybody to manufacture anything. There cannot be any misunderstanding between you and me as lawyers on this point. And the industry doesn't misunderstand it either; witness its long record of not producing FM sets to meet the public demand.

With reference to television, there

(Continued on page 54)

WHEN MR. STAR Comes to Town

By MONTE KLEBAN
EXECUTIVE STAFF, KTRH HOUSTON

WHEN an affiliate station executive is notified that a network star is coming to his town, his first thought is to double the supply of aspirin in his desk drawer. Too often, Mr. Big Name turns out to be Mr. Little Man, bringing with him assorted cases of jitters, recriminations and other troubles.

So, when the perfect guest-star comes to your city he deserves not only a tribute, but for the good of the industry, his methods of operation should be explained to other travelling celebrities.

Jack Benny and his first-team were in Houston, to entertain at the Charity Bowl football game, Dec. 17. Although my years of hinterland-radio have brought me into contact with most of the network big names, I had never worked a show with the laugh-master before. When I learned he was coming I doubled my aspirin supply.

Anybody want to buy some aspirin cheap? My supply is still intact.

Let's take a look at the visit, from its inception, and point out the results of the expert handling of his appearance. First, an affiliate is usually notified by his network stations relations that such and such a star will be in his city on such and such a date and will the affiliate please contact him upon arrival. This, of course, gives the station-executive no time to plan anything until he has consulted with the Great Man, after his arrival.

In the case of Jack Benny's appearance in Houston to take part in the charity show, this first station hardship was adequately avoided. Several weeks before his arrival I received a letter from Irving Fein, promotion manager of Amusement Enterprises, Mr. Benny's holding company. Irving invited suggestions as to what we would like to do with and for Jack Benny, to promote attendance at his appearance and to help promote his regular Sunday night programs, while he was in our city.

We were able to rig two local broadcasts by letter in advance, giving us time to allocate our engineering and announcing personnel, to publicize the coming broadcasts and to start our actual planning.

Point number one: Of the dozens of stars whose public-appearance I have handled, this was the first time anyone with savvy and authority took the trouble to set-up firm dates for local broadcasts in advance. In practically all the other cases, they had been last-minute, catch-as-catch-can, mumbly, trite interviews.

Point number two: Irving Fein arrived in Houston two days before Jack Benny and his troupe. We got together immediately and were able to crystallize our planning and to release more and better news stories and pictures to build up the appearances and our own planned programs. Sitting in Mr. Fein's hotel room, calmly setting up the schedule, I remembered too well the other stars, the last minute hectic arrangements, the program-log changes, the lack of advance notice, the engineering failures because of lack of time for lines and facilities, the nerve-wracking rush and bustle.

Point number three: No network star can be expected to remember the call letters of every affiliate in every city. Very often, in the past, stars from our network have come to town and have done shows on other stations under the delusion that they were building ratings on their own network station. In this case, Mr. Benny and his people were told to look for our special-events man, Lee Fallon, who was at the station at dawn to meet them, along with mike-men from other stations in town. Result, we got a fine beat interview on their arrival.

Point number four: The travelling team itself usually has at least one officious, bossy individual who tells you what, where, when and how Mr. Big will be seen and interviewed. There were none of these in the Benny entourage.

First, Jack Benny himself is one of the few really important radio people who is calm, affable, friendly and a reliable ad lib artist. Then with him, Phil Harris who, in spite of his standing, seems as appreciative as a puppy for any attention paid him. Mr. Harris is, as an old shoe, easy to work with as Jack Benny himself and gives you a show every time he hits the mike and the same goes for Artie Auerbach, Benny's Mr. Kitzel.

Pleasing Cooperation

John Tackeberry, the writer who came along with Mr. Benny, could have proven the weak-point from our experience with other stars who brought writers along. Instead, he worked with us as smoothly and easily as though he were a writer on our own staff, turning out material for our local shows as good as any Sunday night's show script.

Then, Hilliard Marks, producer of the Jack Benny show. Here, too, we were wary. We had had producers come down on us like trip-hammers, trying to do everything but tell us how to tie our shoe laces. Not so Mr. Marks. With quiet, unobtrusive control he handled himself and cast, including some of our own people, with absolute efficiency.

And so with the rest of the Benny party. The point here is, of course, that too many visiting stars bring hectic Hollywood characters with them, who manage to antagonize everyone on the affiliate-station staff, create utter confusion and wreck what might have been a good-will tour.

Point number five: Because of the ease with which everything was working, we were able to expand our plans. Instead of a local show we cleared time on other CBS stations in Texas for a nighttime half hour show. We were able to give them the booking in time for publicizing in their own cities. Score another point on the Hooper-upping card. We were able to arrange a cocktail party and dinner, from which the broadcast origi-

(Continued on page 52)

JESSE JONES (l), owner of KTRH, welcomes Jack Benny to Houston. At the close of his network broadcast, Mr. Benny quipped, "Mr. Jones appeared through the courtesy of the National Bank of Commerce."

PRE-BROADCAST dinner is held to put the audience in a quick-laughing mood. At the head table are (l to r): Ray Herndon, KTRH assistant manager; Glenn McCarthy, owner of KXYZ Houston; Jack Benny; Jesse Jones, KTRH owner and former Secretary of Commerce; Mrs. Jones; Phil Harris. In the foreground at right are Lee Fallon, KTRH special events director, and Polly Beelow, local belle.

THERE is nothing a listener likes more than to have a network star visit his town, but the trouble these "visiting firemen" can cause the local station is an old story to veteran broadcasters. Most of this trouble could be avoided, Monte Kleban believes, by careful planning and cooperation from all concerned. Approaching the problem from the affirmative side, Mr. Kleban outlines the success of Jack Benny's visit to Houston, showing point-by-point how these arrangements can be applied to any local appearance of a name performer. "Many times in the past I have wanted to write an article like this," Mr. Kleban said, "but every time it would have been on the carping cynical side. At last I had an opportunity to do a job from the affirmative instead of the negative side." Mr. Kleban is on the executive staff of KTRH Houston, with duties as "planning and advisory consultant on all phases of the station's activities." He joined KTRH in March 1949 after serving as program and production manager of WOAI San Antonio.

Mr. Kleban

ONE OF RADIO'S top salesmen is the director of NAB's Broadcast Advertising Bureau, the industry's answer to "negative" selling tactics of the white space media. The BAB directorship has rested since its organization last spring in the experienced hands of Maurice B. Mitchell, at that time director of NAB's predecessor Dept. of Broadcast Advertising.

For several months "Mitch," as he is universally known, has been addressing broadcaster meetings in every part of the United States. He has given them intensive one-day courses in radio selling and how to meet competition. Then he has given his oft-heard "Mitch's Pitch" at meetings of retailers and other businessmen, spending about as much in travel as he has on the podium and in his New York office.

An experienced station and network salesman and station manager before he joined NAB, Mr. Mitchell has acquired a varied experience in competitive selling that puts him in a unique industry position. He augments that experience with service on newspaper advertising staffs and knows all the favorite answers of the space media.

At the autumn NAB district meetings he insisted that salesmen learn thoroughly the arguments of competitive media as well as those of broadcasting. In this article, which is an abbreviated report on an article appearing in the 1950 BROADCASTING YEARBOOK, he sums up the competitive situation, with basic information every salesman should have at his fingertips.

★ ★ ★ ★

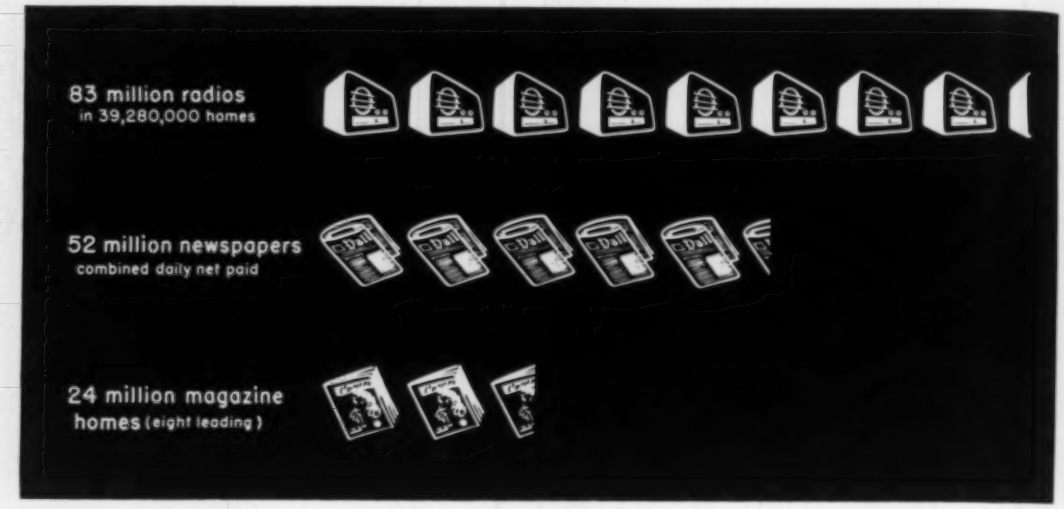
MITCH'S PITCH

Here's How To Beat Media Competition

SALESMANSHIP is the real key to obtaining a satisfactory share of the total advertising dollar. And the successful advertising salesman is usually the man who is best informed about all the other media to which his clients may be exposed.

All media are successfully selling their wares in places where effective radio selling can drastically reverse media decisions. This kind of radio selling can best be done by the radio salesman—local or national—who incorporates these facts into his selling story:

- **Radio does the best job of describing its audience.**
- **Radio gets the most attention.**
- **Radio's penetration is deepest.**
- **Radio costs less.**
- **Radio gets results.**



Radio does the best job of describing its audience. Magazines and newspapers use "net-paid" circulation figures. These are comfortable indices on a space-buyer's desk, handy facts for an advertising manager. But they're really meaningless, as informed buyers of advertising will admit. They don't measure the audience the advertiser *really* wants to know about. Advertisers want to buy *impressions*—not just advertising.

Both newspapers and magazines have taken a cautious peek at the real size of the impressions they deliver to an advertiser. The facts were shocking—2% actual readership to a 70-line newspaper ad—a 5% average actual readership to a full-page black and white advertisement in *Life*. This was a hard story to tell to advertisers who were sold on printed media's favorite laissez-faire basis, sometimes known as "transportation," most of whom firmly believed they were getting, as readers, the total paid circulation.

It was, in fact, too hard a story to tell. Thousands of advertisers, large and small, have yet to hear it. Dozens of others are still accepting advertising agency coverage and cost comparisons which match this meaningless "net paid" data against radio's count of actual exposure to advertising.

Yet in the hands of every radio station equipped with a BMB measurement, or even with a diary study, telephone coincidental, or other form of audience measurement, is the best argument of all—a count of the audience to the advertiser's message. No radio salesman has adequately represented his medium in a competitive situation until he has invited comparison on this basis.

Radio's research bill in its short 30 years of existence far exceeds the combined research investment of all other media since their inception. First really to care about the audience to its advertisers' messages, first to tailor its listener services to the proven likes and dislikes of its audience, radio has been and will apparently continue to be America's most open-faced advertising medium.

There are no skeletons, no "reducible factors" in radio's standard measurement totals.

Radio gets the most attention. In the average radio family, listening averages 5 hours 53 minutes daily. Newspapers' best claim, made by the defunct ANAN, reached 3 hours, 18 minutes per family per day but few papers care to try to document these figures.

Statistics on Reading

A recent diary study in a major market showed an average reading time of 58 minutes per day per adult—only 7 minutes of newspaper reading per day for those under 18. Magazines just don't belong in this league. A recent *Saturday Evening Post* survey, triumphantly disseminated by that periodical, claimed top readership among magazines with 2 hours 54 minutes of total reading per weekly issue.

Of all these attention measurements, only BMB's radio data seems to have been produced in the regular research channels by a continuing research arm of the industry. When other media get into this kind of self-examination, they do it in the manner of a woman with a "new look" short haircut—can't wait for it to grow long again.

The People Look at Radio, Radio Listening in America (both of them NORC studies available through NAB's Research Dept.), and the March 1949 *Fortune* study of radio listening, are good reading for the salesman who wants full

(Continued on page 51)

Formulas for Computing Media Costs-Per-Thousand

To Compute Radio's Cost-Per-Thousand: **Find the audience (number of people) to a specific radio program. Divide this figure into the time cost.** ***Result:*** **The actual cost of making a thousand advertising impressions on listeners to that program—not to the entire station program schedule.**

The formula:

$$\frac{\text{Time Cost}}{\text{Program Audience}} = \text{Cost-per-thousand impressions}$$

To Compute Newspapers' Actual Cost-Per-Thousand: **Translate newspaper "net paid" circulation into "readership" by multiplying circulation by 2.3 readers per copy (a most generous multiplier). Reduce this readership total to the actual readership of the specific advertisement (Newspapers can now furnish this data. So can the hundreds of radio salesmen who have "The Continuing Study of Newspaper Reading"). This gives the actual number of people who have "noted" this ad. Divide this figure into the space cost.** ***Result:*** **The actual cost of making a thousand advertising impressions on readers of that ad.**

The formula:

1. **ABC circulation x 2.3=total readership**
2. **Readership of paper x % readership to specific ad=actual advertising impression**
3. **Space cost**

$$\frac{\text{Space cost}}{\text{Actual impressions}} = \text{cost-per-thousand impressions}$$

To Compute Magazines' Cost-Per-Thousand: **The same formulas used to compute newspaper cost will work on magazines.**

OVERTIME PAY

McComb Issues New Regulation

OVERTIME pay need not be based on special talent fees in addition to regular pay, under a regulation issued Thursday by William R. McComb, administrator of Wage & Hour Division, Labor Dept.

The regulation was handed down under terms of amendments to the Fair Labor Standards Act of 1938. These amendments were enacted by Congress last year.

Issuance of the regulation culminates a long fight by Richard P. Doherty, director of the NAB Employe-Employer Relations Dept., to eradicate a freak situation peculiar to the broadcasting-telecasting industry.

Unique Situation

Under terms of the original law, broadcasters were required to include special commercial fees and some sustaining fees in the weekly pay figure on which overtime calculations were based in the case of announcers, artists and actors. This situation had no parallel in American industry and forced broadcasters to pay as much as an estimated million dollars a year.

Mr. Doherty appeared before a House Labor subcommittee last March to protest the inequities in the law and their unfair hardship to broadcasters. As a result the corrective amendment was included in the committee print of the 1938 law amendments and it was duly enacted by Congress. Since enactment, Mr. Doherty has conferred frequently with Federal officials in connection with drafting of the regulations.

The new overtime principle conforms to the general policy in AFRA contracts and AFRA did not contest the revision of the 1938 law.

The amendments include a general nationwide increase in minimum wages from 40 to 75 cents an hour. First requirement of the new rule of interest to broadcasters is that the extra payment affects "an employe having regular duties as a staff performer" who participates in a particular commercial or sustaining program or series of programs. Commercial spot announcements are included.

Second requirement specifies that the extra payment be made under an employment contract or understanding or a collective bargaining agreement, in a specific amount agreed on in advance of the performance.

Extra Payment

As defined by the administrator, extra payment also means a specific payment supplementing the straight-time and overtime compensation the individual earns for his ordinary staff duties.

Covered by the regulation are actors, singers, dancers, musicians, comedians "or any person who entertains . . . and who actively participates in such capacity in the actual presentation of a radio or television program," but does not include script writers, stand-ins, directors, engineers, electricians or stage hands.

Not yet clear is the status of fees outside of stretch in lieu of overtime.

Freeing of broadcasters from the extra-fee requirement in overtime calculations assumes added importance in the case of AM stations taking on TV. The overtime load general increases substantially in these cases.

Formal complaints against stations for violation of the old law have been relatively few.

Overtime compensation applies to work in excess of 40 hours a week.

Jelke Appoints BBDO

JOHN F. JELKE Co., Chicago, a Lever Bros. division, has appointed BBDO, New York, to handle its advertising. The company formerly was handled by Tatham-Laird Inc., a Chicago agency which resigned the account when Lever Brothers moved its headquarters to New York. The company is said to be a more than a million-dollar account.

FCC Actions

SALES of WNEW New York and WWDC Washington approved by FCC last week along with approval to transfer of WDLF DeLand, Fla. One AM and three FM outlets were deleted by the Commission. Requests for consent to transfers were filed by 10 stations. Details of these and other FCC actions are found in FCC Roundup on page 84 and Actions of the FCC beginning on page 76.

McPhillips Named

ARTHUR McPHILLIPS, traffic manager of WJR Detroit, has been named assistant sales manager by Harry Wismer, general manager and assistant to the president. A member of the WJR staff for 20 years, Mr. McPhillips has been acting as sales manager during the extended illness of Sales Director Arch Shawd. He will work under Mr. Shawd when the latter returns.

Mr. McPhillips

ALL-RADIO FILM

Release Set for March 1

GENERAL release date of the all-radio promotion film, "Lightning That Talks," was set last week as March 1 by the All-Radio Presentation Committee.

The film will be available to subscribers for local presentation on or after that date. The committee said it would begin confirming showing dates to subscribers by Feb. 10.

Meanwhile it was announced that 25 new subscribers had been added to the list, representing an increase in total receipts to $135,000.

The committee, meeting Thursday at Broadcast Advertising Bureau headquarters in New York, pointed out that subscriptions would be closed to newcomers effective with the date of the local showing in each community.

Members of the committee last week were busy organizing an invitation list for the premiere of the film in New York March 1. A thousand leaders in radio and advertising will be invited.

'RADIO BIBLE'

'50 'Yearbook' Streamlined

THE 1950 BROADCASTING-TELECASTING YEARBOOK, containing 544 pages of information pertinent to radio, television, advertising and allied fields, now is in the mails.

For the first time, the 1950 YEARBOOK integrates all AM, FM and TV stations into a single state-by-state list. In this improved form it is possible to see at a glance all the stations located in a city or state.

For the 2,237 AM, 790 FM and 111 TV stations authorized as of Jan. 1, 1950, this carefully compiled listing gives the call letters, date of establishment, facilities, name of licensee with business address and phone number, network, national representative, names of key personnel and such other information as transcription service, news service and transmitter used by each station—alphabetized by state, city and call letters.

Other Listings

A similar listing is included for the U. S. possessions and territories—Alaska, Hawaii, Puerto Rico and the Virgin Islands—and Canada.

For quick reference other lists include: U. S. AM, FM and TV stations by call letters; U. S. stations by frequencies; Canadian stations by call letters and frequencies; stations under NARBA; Canadian and U. S. international stations; European stations; noncommercial FM outlets, and TV applications pending.

A complete analysis of 1949 radio-TV advertising expenditures is included [BROADCASTING, Jan. 23]. An informative article by Maurice B. Mitchell, director of Broadcast Advertising Bureau, compares radio results with those of other media and another feature piece covers the all important question of program ratings—in both radio and TV. A regular YEARBOOK feature, "How To Apply for a Radio Station," again is included, plus a summary of FCC rules and regulations.

In all, the 1950 YEARBOOK includes over 55 directories, providing data for all segments of the radio, television and advertising industry. Included among them are: Radio and TV station representatives of the U. S. and Canada; consulting radio and TV engineers; regional networks of the U. S.; advertising agencies handling radio and video accounts, U. S. and Canada; national and regional radio and TV advertisers, including their agency; over 500 firms offering such services as transcription and film libraries, recording and script writing service, talent, production and syndicated programs; AM, FM and TV equipment manufacturers, including items that range from transmitters to cutting needles; stations identified with newspaper ownership; radio and TV reference books; major awards and citations; state broadcasters associations; stations under group ownership; professional and technical schools for radio and TV; frequency measuring services, and numerous other services related to the business of broadcasting.

Advertiser Information

A large section is devoted to the networks, giving lists of executive personnel with titles. Also included is a listing of advertisers for each network—AM and TV—plus a map showing the location of affiliated stations.

Radio and television highlights of 1949 are covered in chronological order. Other sections of the 1950 YEARBOOK are devoted to members of the radio correspondents galleries of Congress; the FCC; NAB, TBA and other radio and television groups, and unions active in the radio-TV fields.

Copies of the 1950 BROADCASTING-TELECASTING YEARBOOK now are in the mails to BROADCASTING subscribers. Additional copies are available at $5 each from Washington headquarters, 870 National Press Bldg.

FCC'S POWERS?

'Anti-Trust' Hearing Set

ON THE HEELS of a court decision affirming its right to pass upon a newspaper applicant's alleged monopolistic practices, FCC last week called an oral argument for Feb. 13 to help shape its policy toward violations of any U. S. law unrelated to radio.

Upon the outcome will depend FCC's action on some 10 or 12 applications currently being held up because the applicants or licensees have been found by a federal court to have violated U. S. laws on monopoly, restraint of trade, unfair competition and the like.

FCC's order suggested that participants in the oral argument cover "at least" the following points:

1. The authority of the Commission to consider in its licensing of broadcast stations the fact that an applicant has violated a law of the U. S., other than the Communications Act of 1934 as amended. If the Commission has such authority, is there any basis in policy for not considering such violations.

2. If the Commission has such authority, should there be a difference in procedure or result in any of the following types of situations. In this connection consideration should be given to the situations involving both comparative hearings and non-comparative hearings:

(a) Whether the finding of the violation is in a civil or criminal case; (b) whether the finding of violation is by the U. S. Supreme Court or by a lower federal court; (c) where, after the finding of violation, a decree is entered by an appropriate court which results in the elimination of the practice which was a violation of federal law; (d) where there has been no finding of violation but a suit has been filed alleging a violation; (e) where there has been no finding of violation or no filing of a suit, but the Commission is in possession of information which shows that there has been a violation of federal law.

Persons wishing to participate in the argument, FCC said, must file a notice accompanied by a brief or memorandum by Feb. 6. They will be permitted to "address themselves to any and all points they deem relevant."

Anti-Trust Laws

The study stems from a 1948 Supreme Court decision holding the major motion picture producers to be in violation of the anti-trust laws [BROADCASTING, June 21, 1948]. FCC made plain shortly afterward that it was considering the question of whether a violator of anti-trust laws is qualified to operate a radio station.

Among those whose applications have been held up or acted upon conditionally pending a decision on the policy question are Paramount Pictures, which has now petitioned for regular licenses on grounds of compliance with its consent decree in the anti-trust case; Allen B. DuMont Labs, because FCC has tentatively held that Paramount's 29% interest amounts to control of the company; Schine Chain Theatres, which owns WPTR Albany; 20th Century-Fox Film Corp.; Westinghouse Electric Corp., and General Electric Corp.

FCC's order came Thursday, just three days after the U. S. Court of Appeals for the District of Columbia upheld its right to deny a newspaper's radio application on grounds of monopolistic practices, whether the specific practices are forbidden by law or not.

The court said Monday in a unanimous decision affirming the denial of AM and FM applications of the commonly owned *Mansfield Journal* and *Lorain Journal* in Ohio [BROADCASTING, July 19, 1948]:

"We hold . . . that it was fully within the Commission's jurisdiction to hear evidence on the alleged monopolistic practices of the appellant, regardless of whether or not such practices were specifically forbidden by statute, and to deny the licenses upon its finding that such practices had in fact taken place and were likely to carry over into the operation of the radio station."

FCC had ruled that the *Mansfield Journal*, only newspaper in Mansfield, attempted to coerce advertisers into exclusive advertising contracts and to refrain from using the rival WMAN Mansfield. The Commission also held that the *Journal* showed hostility toward WMAN by refusing to carry its program logs and by failing to print anything favorable about the station. The purpose, FCC said, was to suppress competition and secure a monopoly.

Denial Theory

The *Lorain Journal* application was denied on the theory that its owners, if they could not be entrusted with a station at Mansfield, should not be allowed to operate one at Lorain. Both newspapers are owned by Isadore and S. A. Horvitz. Spokesmen said there has been no decision on whether to seek Supreme Court review of the appellate court's decision.

The *Lorain Journal* meanwhile is awaiting court trial in Ohio on a Justice Dept. charge of violating anti-trust laws via alleged monopoly practices affecting WEOL Elyria-Lorain [BROADCASTING, Dec. 12, Nov. 21, Sept. 26, 1948]. The Justice Dept. lost its bid for a preliminary injunction against the newspaper pending trial of this case.

In the FCC case the court's opinion, written by Judge George T. Washington with Judges Wilbur K. Miller and David L. Bazelon concurring, rejected the newspapers' claim that FCC had violated the rights of a free press. Said the court:

. . . The Commission did not deny the license merely because the newspaper refused to print certain items or because it refused to serve certain advertisers, but rather because the Commission concluded that those practices were followed for the purpose of suppressing competition. Similarly, it would appear that Mansfield was not denied a license because it was a newspaper, but because it used its position as sole newspaper in the community to achieve a monopoly in advertising and news dissemination. Such a denial does not constitute a violation of the First Amendment.

. . . Surely . . . the way the newspaper is operated, in relation to other media of communication, is material. The Commission did not, in any manner, attempt to censor the editorial policy of the newspaper. Its order does not require Mansfield to cease from any of the practices engaged in. The sole purpose of the Commission's findings was to determine appellant's qualifications to become a licensee. As such they impinge on no right of the appellant.

Nor did the court agree with the newspapers' view that FCC went beyond its authority with respect to the anti-trust laws, or that the decision was equivalent to finding the papers guilty of a crime without a trial by jury.

Cite Congress Sanction

"The fact that a policy against monopoly has been made the subject of criminal sanction by Congress as to certain activities does not preclude an administrative agency charged with furthering the public interest from holding the general policy of Congress to be applicable to questions arising in the proper discharge of its duties," the court said. Further:

"Monopoly in the mass communication of news and advertising is contrary to the public interest, even if not in terms prescribed by the anti-trust laws."

FCC's decision in the case was reached on a 3-2 vote, Comrs. Jones and Sterling dissenting and Comrs. Webster and Hennock not participating. The *Mansfield Journal* was applying for a 250 w daytime grant on 1510 kc and also for an FM station. The Lorain newspaper was applying for a 250 w daytimer on 1140 kc.

The case was argued in December [BROADCASTING, Dec. 19, 1949]. Max Goldman, assistant general counsel in charge of litigation, and Richard A. Solomon, chief of the litigation branch, argued for FCC. George O. Sutton and William Thomson argued for the newspapers, and William A. Porter appeared on behalf of Fostoria (Ohio) Broadcasting Co., which has a pending application for the facilities which the *Mansfield Journal* was seeking.

WNEW, WWDC SALES

Given Approval By FCC

TRANSFERS of WNEW New York and WWDC-AM-FM Washington were approved last Thursday by FCC.

WNEW was granted assignment of license from Arde Bulova and associates for $2 million to WNEW Inc., new firm headed by William S. Cherry Jr., chief owner of WPRO-AM-FM Providence, R. I. WNEW is assigned 10 kw on 1130 kc.

WWDC-AM-FM received approval for assignment of license from Capital Broadcasting Co., headed by Joseph Katz, Baltimore agency executive, for $125,000, to Peoples Broadcasting Corp., operator of WRFD Worthington, Ohio. Capital Broadcasting last fall received approval to purchase regional WOL-AM-FM Washington, a Cowles interest, conditioned upon disposition of WWDC's local assignment [BROADCASTING, Oct. 10, 1949]. WWDC is assigned 250 w on 1450 kc.

In the WNEW action, Comr. Robert F. Jones voted for hearing. WNEW told FCC in its application that this "is the consummation of the original intention of Arde Bulova in 1944 to divest himself of all radio interests." Mr. Bulova individually held 6,100 shares of Greater New York Broadcasting Corp., WNEW licensee, and has been voting trustees for Milton Biow's 2,900 shares. Vincent Dailey has held the remaining 1,000 shares.

Capital Broadcasting stated last week that it planned to be operating on its new assignment of 5 kw on 1260 kc not later than March 1 and will retain its WWDC call letters. The WOL call is to be switched to the old WWDC 1450 kc assignment under the new Peoples Broadcasting ownership. Capital Broadcasting also takes over the Cowles' WOL studio and transmitter facilities, leaving its present WWDC plant to Peoples. The latter is a wholly-owned subsidiary of Farm Bureau Mutual Automobile Insurance Co., of which Murray Lincoln is president.

Mr. Cherry is president and 49.2% owner of WNEW Inc. Others in the firm include: Charles W. Knowles, treasurer and minority stockholder in WPRO, treasurer, 5%; Harold Tanner, attorney, secretary, 3.5%; Bernice Judis, WNEW manager, executive vice president; Ira M. Herbert, WNEW sales manager, vice president; Ted Cott, WNEW program director, vice president; Harry Playford, banker, 19.2%; Albert H. Baer, certified public accountant, 3.3%; Clem J. Randau, president KFBI Wichita, Kan., and co-publisher New Milford (Conn.) 'Times,' 3.5%; Alfred Buckley, Providence fuel distributor, 2.5%; Russel C. Smith, vice president Cranston Print Works, Cranston, R. I., 1.7%; Godfrey B. Simmonds, Providence investment banker, 2.5%; George V. Meeham, chief owner Mills Inc., Providence textile firm, 8.3%. Actual price for WNEW is $150 per share plus net quick assets not to exceed $500,000.

NAB CONVENTION

Chicago Agenda Is Set

THREE-DAY Management and three-day Engineering Conferences, along with half-day FM and full-day independent station sessions, will top the week-long NAB convention to be held April 12-19 in the Stevens Hotel, Chicago.

The special FM meeting will be held 9:30-12 noon, Monday, April 17, with the formal gavel-pounding scheduled at the noon luncheon. As was the case last year, independent stations will have their own meeting Sunday the 16th, with special registration.

Schedule of events for the 28th annual convention was drawn up Wednesday at a Washington meeting of the NAB board's Convention Committee. Committee members taking part were Howard Lane, WJJD Chicago, chairman; Charles C. Caley, WMBD Peoria, Ill., and James D. Shouse, WLW Cincinnati.

Sitting with the committee were NAB staff officials including C. E. Arney Jr., secretary-treasurer; Robert K. Richards, public affairs director; Neal McNaughten, engineering director. Everett Dillard, KOZY Kansas City, a board member, attended the portion of the meeting at which FM was discussed.

The week opens with registration Wednesday, April 12, for the Engineering Conference. Business meetings will be held Thursday, Friday and Saturday. Only Sunday event, aside from registration for the Management Conference and the customary side meetings, is the independent session.

Management Sessions

After the Monday morning FM meeting, management meetings will be held through Wednesday morning. The Wednesday meeting, adjourning at 1 p.m., will be devoted to television. The annual banquet will be held Tuesday evening.

Space is being alloted under direction of Arthur C. Stringer, NAB special services director, for the annual exhibition of heavy equipment in the basement lobby of the Stevens. Later space will be assigned on the fifth floor for light equipment exhibits of transcription firms and other associate members.

In its discussion of plans for the FM meeting the NAB board committee rejected a proposal for an all-day session on Saturday, the 15th. The committee agreed many of the FM station executives who planned to attend the management sessions might not be able to arrive in time for Saturday discussions.

Instead of Saturday the committee picked Monday morning, with the understanding the FM meeting must break up before the opening luncheon. Besides, a Saturday meeting would have required an extra registration fee.

Interest in the FM meeting is expected to be high in view of the recent merging of FM Assn. into NAB. Among topics slated for the agenda are Storecasting, transit and functional (leased receiver) services, from which many FM outlets now receive substantial income.

The question of AM-FM dupliation will be taken up along with methods of promoting FM locally. Possible participants in the program will be representatives of Radio Mfrs. Assn. who would be asked about the FM set production problem, and agency executives. Audience studies and mail-pull techniques are other suggested subjects.

Last year the first "Independents' Day" drew a heavy registration. The day-long meeting was well attended and a long list of speakers covered a wide range of topics. Plans for the meeting will be taken up at a meeting of the NAB Unaffiliated Stations Committee, slated Feb. 2-3. Committee chairman is Ted Cott, WNEW New York.

WBT BLAST TRY

Police Hold IBEW Member

POLICE in Charlotte, N. C., early Thursday morning charged Sterling L. Hicks, business manager of the IBEW local in that city, with conspiracy in the attempted dynamiting of WBT Charlotte's 429-foot radio tower Jan. 22.

Acting on a tip, police investigators uncovered five sticks of dynamite planted at the tower's base. After removing detonators, they waited for Chesley M. Lovell who, unaware of their presence, reportedly lit the fuses. Mr. Lovell, a Columbia, S. C., house-painter said by police to have "a long criminal record," admitted Tuesday that he had been "hired" to dynamite the tower.

According to reports last Thursday, Mr. Lovell, upon further police questioning, had revealed additional information leading to the arrest early that morning of Mr. Hicks. WBT said Mr. Hicks was one of the technicians involved in a fued between the station and the IBEW culminating last fall in charges and counter-charges [BROADCASTING, Oct. 17, 31, 1949].

Police said the questioning of Mr. Lovell had led to the arrest first of a nephew, Burris Boyd, also of Columbia, who, according to the reports, would be charged with introducing Mr. Lovell to Mr. Hicks. Police Chief Stanhope Lineberry, of Mecklenburg County, disclosed two complaints had been placed against Mr. Hicks, charging conspiracy with Mr. Lovell to damage WBT property in gaining access to the tower, and in obtaining dynamite in an attempted use of explosives to damage another's property.

Radiorama

ENJOYING a chat at the two-day meeting of CBS executives and affiliates in the 4th and 5th Districts in New Orleans are (l to r): Ken Giddens, WKRG Mobile; Lou Hausman, CBS AM-TV dir., adv. and sales; Howard Summerville, WWL New Orleans; Charles Crutchfield, WBT Charlotte, N. C.

HAROLD RUSSELL (r), national commander of the Amvets, sits in for a recording of *Amvets USA*, dramatic series presented on WRC-NBC Washington. With Mr. Russell is Robert J. Enders of Robert J. Enders Advertising Agency. The Enders agency is handling the Amvets account.

A 35mm film record, including commentary, of New York's Mayor William O'Dwyer's marriage and honeymoon trip in Florida, is presented to Mayor O'Dwyer (r) by Joseph H. McConnell, president of NBC. Shot by NBC-TV cameramen, the films also were shown over the *Camel News Caravan*.

THE American Legion's "Tide of Toys" campaign finds an enthusiastic backer and contributor of toys and air time in G. A. Richards (center), owner of KMPC Hollywood, WJR Detroit, WGAR Cleveland. With him are Corydon T. Hill (l), Hollywood Post 43, and Harry Myers, S. Calif. chairman of drive.

ONE of 300 pies sent to advertisers and agency executives in "Cut Yourself a Bigger Piece of a Bigger Pie" ad drive of WGAR Cleveland is received by Albert A. Sommer (seated), v. p. and mgr., Cleveland office, McCann-Erickson. Standing (l to r): Messenger John Garfield, WGAR sales; Robert Daily, M-E.

AFTER their long recuperation from serious injuries suffered in the airplane crash that took the life of Buddy Clark, singer, Jennings Pierce (l), manager of station and guest relations, NBC Western Div., and Frank A. (Bud) Berend, NBC Western Div. sales mgr., greet each other on return to work.

XUM

COLORADO UNIT

Howell Is President Of New CBA

REPRESENTATIVES of 26 Colorado stations attended an organizational meeting of the Colorado Broadcasters Assn., held at the Broadmoor Hotel in Colorado Springs last Tuesday. Officers elected were: Rex Howell, KFXJ Grand Junction, president; Robert D. Ellis, KGHF Pueblo, vice president, and Al Meyer, KMYR Denver, secretary-treasurer.

Business included naming a board of directors and approval in general of terms of by-laws drawn up by a committee consisting of Messrs. Howell, Ellis and Meyer and James Russell, KVOR Colorado Springs.

The groundwork for last week's session was laid during a meeting of station executives from Colorado at the NAB district convention held at Salt Lake City in December.

Active membership will be limited to licensed broadcast stations or those holding construction permits in the state of Colorado. Persons or organizations engaged in activities allied with radio broadcasting are eligible for associate memberships, without the voting privilege, it was stated.

The objective as outlined in the non-profit organization's by-laws, include: "To promote cooperation and understanding among its members; to foster and promote the development of the art of radio broadcasting; to encourage and promote customs and practices which will be for the best interest of the public and the radio broadcasting industry."

The state is divided into five districts and one director is chosen from each for a two-year term. There are six stations in each district, except for District 2, which numbers seven. At last week's meeting the following board of directors was named:

District 1: (stations West of the Continental Divide) Mr. Howell

District 2: (cities North of Denver) Doug Kahle, KCOL Fort Collins

District 3: (Denver) Mr. Meyer

District 4: (Colorado Springs, Pueblo, and Canon City) Mr. Ellis

District 5: (other Southeastern Colorado stations) Ed L. Allen, KGIW Alamosa.

In addition to those previously listed, the following attended the session:

Floyd Baskette, U. of Colorado; Raymond M. Beckner and Raymond M. Beckner Jr., KRLN Canon City; Frank Bishop, KFEL Denver; Justin B. Bradshaw, KLMR Lamar; John L. Buchanan, KTLN Denver; Dee B. Crouch, KDZA Pueblo; George Cory, KUBC Montrose; Jack P. Dubberley, KLMO Longmont; C. L. Dynes, KGIW Alamosa; Con Hecker, KVOD Denver; Jack Hitchcock, KCOL Fort Collins; Vir N. James, KVRH Salida; Elwood Meyer, KYOU Greeley; Dick Miner, KRAI Craig; Pat O'Brien, KIUP Durango; W. D. Pyle, KVOD Denver; Joseph H. Rohrer, KRDO Colorado Springs; Dale Scott, KCSJ Pueblo; Russel Shaffer, KBOL Boulder; Frank Smith, KFTM Fort Morgan; Ellsworth Stepp, U. of Colorado; Hugh B. Terry, KLZ Denver.

Announcing . . .

GADSDEN **WGAD** ALABAMA

NEW network affiliation

ABC

NEW owners and operators

GENERAL NEWSPAPERS, INC.

For coverage of the rich Coosa valley and Sand Mountain farming sections, your message should be on . . .

1000 W
5000 W CP **WGAD** 1350 KC

American Broadcasting Company

Represented by JOSEPH HERSHEY McGILLVRA

NEW YORK FM

Pool To Boost Medium

FOUR independent New York FM stations have decided to pool resources to boost the FM medium by better programming, and Zenith Radio Corp. of New York has agreed to underwrite expenses of their first venture—a basketball series.

This was announced last week by August A. Rickert, program director of WFUV-FM, Fordham U.'s station. The other stations, WGHF (FM) WFDR (FM) WGYN-FM, will carry the series and be permitted to find sponsors for the games as well.

Initial games in the series will be Cornell-Fordham, Feb. 1, from Ithaca, and Fordham-Syracuse, Feb. 2, from Syracuse.

KYA SALE

Signing Seen This Week

PURCHASE of KYA San Francisco for approximately $200,000 by J. Elroy McCaw and John Keating from Mrs. Dorothy Schiff, publisher of the *New York Post* [BROADCASTING, Jan. 23], was expected to be completed early this week with signing of legal papers in New York. Sale is subject to FCC approval and Price includes $155,000 plus net quick assets.

Mr. McCaw is owner of KELA Centralia and with Mr. Keating, West Coast station representative, is a shareholder in KPOA Honolulu and KLZ Denver. Mr. McCaw also is a stockholder in KYAK Renton, Wash.; KVOR Colorado Springs, Col., and KALE under construction in Richland, Wash.

Operating on 1260 kc with 5 kw day and 1 kw night, KYA recently moved to new studios in the Fairmont Hotel Bldg. Station was purchased by Mrs. Schiff in 1945 at a reported price of $400,000. At one time she included it in a package sale with KLAC and KLAC-TV Hollywood for $1,045,000. Shortly after Warner Bros. withdrew as purchasers of the package late last year, Mrs. Schiff announced the Hollywood stations were not for sale and withdrew them from the market. Don Fedderson is general manager of KLAC and KLAC-TV and executive vice president in charge of Mrs. Schiff's radio property.

When transfer of ownership is made, it is understood that J. G. (Gil) Paltridge, former owner of KGIL San Fernando, Calif., will continue as KYA general manager. Wilt Gunzendorfer, general manager of KROW Oakland for the past four years, who joined KYA as commercial manager two weeks ago, is expected to continue in that capacity.

Upcoming

Feb. 4: Radio Correspondents Assn. annual dinner, Statler Hotel, Washington.
Feb. 6-8: TV Institute and Industry Trade Show, Hotel New Yorker, New York.
Feb. 6-9: CAB board of directors, King Edward Hotel, Toronto.
Feb. 9-10: CBC board of governors meeting, Ottawa.
Feb. 10: Arkansas Broadcasters Assn. Hotel Marion, Little Rock Ark.
Feb. 10-11: CBC board of governors meeting, Royal York Hotel, Toronto.
Feb. 10-11: Oregon State Broadcasters, Eugene, Ore.

NAB GUESTS

Canadians Study FCC Role

MEMBERS of a Canadian radio group observing the operation of U. S. regulatory commissions and members of the FCC were among guests of NAB President Justin Miller at a stag dinner held last Monday at the Mayflower Hotel in Washington.

The Canadian guests, who will submit a report on radio regulation to the Royal Commission on Arts, Letters & Sciences, were Guy F. Herbert, member of the executive committee of All-Canada Mutually Operated Stations; Duncan K. MacTavish, attorney; Clifford Sifton, attorney and part owner of CKRC Winnipeg, the *Winnipeg Free Press* and other radio-newspaper interests.

The dinner was described as a goodwill gesture designed to promote cooperation between Canadian and American broadcasters.

Report on their findings will be submitted to the Royal Commission in April.

Guests at Judge Miller's dinner, besides the Canadian trio, were:

FCC Chairman Wayne Coy and Comrs. Paul Walker, Rosel Hyde, E. M. Webster, George E. Sterling; Louis G. Caldwell, attorney; Frank Bow, formerly counsel for the old Harness Committee to investigate FCC; Clarence F. Lee, Transport Assn. of America; Col. J. Hale Steinman, the Steinman Stations; Philip G. Loucks, attorney; Kenneth Clark, Motion Picture Assn. of America; Sol Taishoff, BROADCASTING; Sen. Edwin C. Johnson (D-Col.), chairman, Committee on Interstate & Foreign Commerce; Rep. Joseph P. O'Hara (R-Minn.); Robert Crosser Jr., administrative assistant to Rep. Robert Crosser (D-Ohio); Judge Wilbur K. Miller, U. S. Court of Appeals, D. C.; Judge Bolitha J. Laws, U. S. District Court, D. C.; Paul W. Morency, WTIC Hartford.

NAB directors: Eugene S. Thomas, WOIC (TV) Washington; John F. Meagher, KYSM Mankato, Minn.; Clyde W. Rembert, KRLD Dallas; Harold E. Fellows, WEEI Boston; Clair R. McCollough, WGAL Lancaster, Pa.; Everett L. Dillard, WASH (FM) Washington; Campbell Arnoux, WTAR Norfolk, Va.

From the NAB headquarters staff: Neal McNaughten, engineering director; Forney A. Rankin, government relations director; Ralph Hardy, Radio Division; George E. Markham, Television Division; Robert K. Richards, public affairs director; Don Petty, general counsel; C. E. Arney Jr., secretary-treasurer.

Woods & Colton Change

THE STATION representative firm of Helen Wood & Colton, New York, has changed its name to Lionel Colton, following the resignation of Miss Wood. The company remains at 551 Fifth Ave.

62...Yes, sixty-two *Romantic Cycles**

62 individual transcribed production units comprising gems from Broadway's smash musical shows . . . performed by star soloists, large orchestra and chorus . . . directed by showdom's finest master-conductors . . . all with specially arranged vocal and orchestral scores . . . big-production performances up to thirteen minutes playing time each.

26 musical miniatures of the following all-time footlight favorites:

Annie Get Your Gun
Bloomer Girl
Babes In Arms
Carousel
Eileen
Irene
It Happened In Nordland
The Only Girl
Princess Pat
The Red Mill
The Student Prince
Sweethearts
Oklahoma
Porgy And Bess
Band Wagon
Bitter Sweet
The Desert Song
The Fortune Teller
Mlle. Modiste
My Maryland
Prince Of Pilsen
Rio Rita
Rose Marie
High Jinks
Song Of Norway
Roberta

36 magnificent medleys featuring melodic echoes from hits of the Great White Way, including:

Lady Be Good
Cat And The Fiddle
New Moon
Oh Kay
Tangerine
Dearest Enemy
Three's A Crowd
George White's Scandals
Vagabond King
Chocolate Soldier
Showboat
Maytime
Girl Crazy
Sweet Adeline
Sari
Naughty Marietta
Sally
The Merry Widow
Blossom Time
Babes In Toyland
Katinka
Girl From Utah
Good News
Wake Up And Dream
Three Musketeers
Sunny

Romantic Cycles. . . a plus value to all Associated transcribed library subscribers*

Another exclusive, but EXCLUSIVE feature of

Associated

THE BASIC RADIO PROGRAM SERVICE

*Trade Mark

ASSOCIATED PROGRAM SERVICE ★ 151 West 46th Street ★ New York 19, N. Y.

TIDE WATER OIL

Sportscasts Schedule At New High

TIDE WATER Associate Oil Co., major Western radio and TV sponsor of collegiate athletic events for more than 23 years, has launched what is reported to be the largest schedule of basketball sportscasts ever to be aired to Pacific Coast listeners.

The company also has scheduled the California and Stanford home games with KPIX (TV) San Francisco. Harold R. Deal, advertising and sales promotion manager for the oil company, announced last week the heavy basketball schedule is in keeping with the company's steadily expanding use of radio and TV.

Mr. Deal

The football season just ended, he said, also was the largest sportscast season in the company's history. More than 110 broadcasts and 11 telecasts of football games were sponsored by the company during the season.

"Our basketball sportscasts now getting underway," Mr. Deal said, "reflect the increasing importance of sports-radio-TV in our advertising as we participate in a competitive race for business during 1950."

A total of 253 games will be aired this season, he said, over a total of 32 prominent independent stations plus the Intermountain Network of Idaho and Utah.

The company has signed for exclusive broadcasting rights to the games of 17 leading colleges and universities in seven states.

Remarking on the commercial value of its sportscasts, Mr. Deal said:

We are aware of the large and interested audience we serve with these sportscasts and have made a special effort to increase the effectiveness of our commercial messages. We are using a new sales twist. In addition to the long familiar slogan, "Play Ball With Associated," we are using the new slogan, "You don't have to buy to be welcome." With this approach we call attention to both the quality of the dealers Flying 'A' service, and the willingness with which it is given.

WBNS SPOTLIGHT (TV)

1949—A YEAR OF GREATER GAINS FOR WBNS—

The 25th year of WBNS broadcasting gave more strength to this station's already predominant position in central Ohio. Many thousands of listeners were added to the WBNS vast audience by judicious program building . . . And among radio advertisers WBNS was naturally first choice in central Ohio. More national advertisers used WBNS during 1949 than any other Columbus station because experience proves that WBNS pulls greater returns at less cost.

YOU BUY MORE THAN RADIO TIME ON WBNS—

WBNS is not just another radio station here in central Ohio. It is an important part of the daily life of every home in this rich area. Yes, it is one of the family who provides entertainment, news and education for more than 163,550 other families. WBNS has built this audience year after year. We know its likes and dislikes. That's why we produce radio that is welcomed by listeners and profitable to advertisers.

WHEN SANTA CAME TO COLUMBUS WBNS GAVE EXCLUSIVE COVERAGE

It's a gala time here in Columbus when the F. & R. Lazarus Company department store welcomes Santa. There are parades, floats, special events and thousands throng the streets and visit the store to see jolly Saint Nick. Every day WBNS broadcasted the Lazarus official Santa Claus show with a simulcast on WBNS-TV so that no one in central Ohio who had ears and eyes missed out on the doings of the rotund old gentleman.

IN COLUMBUS, OHIO IT'S

WBNS

POWER 5000 D•1000•N CBS

ASK JOHN BLAIR

SDG MEETING

Re-elect Glenn President

RE-ELECTION of Jack Glenn as president of Screen Directors Guild was announced following the organization's fifth annual convention in New York on Jan. 21.

Mr. Glenn said the Guild's television research committee, headed by John Flory, will investigate the problem of improving television pictures.

In addition, a Guild meeting with eastern film producers will discuss the raising of picture standards, including television films. The Guild's public film forums will be held four times a year instead of two, and one will be devoted entirely to television films. The Guild also will give an award to the best television film directed by one of its 125 members.

Others elected:

Dana Noyes, first vice president; Cullen Landis, second vice president; Leslie Roush, recording secretary; John Flory, corresponding secretary; Warren Murray, treasurer; Joseph Henabery, Gene Martel, William Resnick, Herbert Kerkow and Howard O'Neill, board members, and William Alley, Broder Petersen and Samuel Datlowe, auditing committee.

KVAK SALE

Transfer Is Completed

CONSUMMATION of sale of KVAK Atchison, Kan., by S. H. Patterson for $45,000 to Griffith-Buenning Broadcasting Co. was effected Jan. 22, KVAK reported last week. Transfer was approved by FCC in early January [BROADCASTING, Jan. 16].

Mr. Patterson was required to sell KVAK because of overlap with his KJAY Topeka. New licensee of KVAK is a partnership of James M. Griffith, former manager of KSEK Pittsburg, Kan., and Paul H. Buenning, ex-manager of WBBZ Ponca City, Okla. Mr. Griffith becomes KVAK general manager with Mr. Buenning as station manager. Peter Pitell is program director and Lowden Gingrey is chief engineer. KVAK is assigned 1 kw on 1470 kc.

California Meet

CALIFORNIA STATE Broadcasters Assn. will hold its annual business meeting Feb. 17 at Roosevelt Hotel, Hollywood. Speakers will include Maurice B. Mitchell, director of Broadcast Advertising Bureau, New York; Richard Doherty, NAB director of employer-employe relations. Arthur Westlund, KRE Berkeley, will preside.

L. M. POAST

Joins Consulting Firm

EXPANSION of the Washington radio consulting engineering firm of Craven, Lohnes & Culver to include LaVerne M. Poast as a partner was announced by the firm last week. The firm name is unchanged.

Mr. Poast

In the consulting engineering field for almost 15 years, Mr. Poast received the BS degree in electrical engineering from the U. of Wisconsin in June 1935. He was with Jansky & Bailey, Washington, from 1935 to 1941, except for nine months' postgraduate work in communications engineering at Ohio State U. in 1939-40. From 1941-44 he was in the radio section of the National Bureau of Standards.

He joined the consulting office of Worthington C. Lent in Washington in 1944, leaving in 1945 to serve with Columbia U. Division of War Research.

He received a certificate of appreciation from the War and Navy departments for "outstanding service" to the Office of Scientific Research and Development during the war years.

In 1946 he rejoined Mr. Lent as a partner in Lent & Poast. In April 1948, after dissolution of that firm, he joined Lohnes & Culver, which became Craven, Lohnes & Culver in January 1949 when former FCC Comr. T. A. M. Craven joined the original partners, George M. Lohnes and Ronald H. Culver. Offices are in the Munsey Bldg.

WAYNE COY

To Address Oklahoma U. Meet

WAYNE COY, FCC chairman, has accepted an invitation to be principal speaker at the fifth Oklahoma U. radio conference March 12-14.

"Broadcasting in a Competitive Democratic Nation" will be the theme of this year's conference, according to Dr. Sherman P. Lawton, conference chairman and coordinator of radio instruction at Oklahoma U. Students from regional colleges and universities will share the conference with professional radio leaders and station personnel, Dr. Lawton said.

AP Officers Re-elected

ALL incumbent officers of the Pennsylvania-Delaware Associated Press Radio Assn. have been re-elected, the AP announced last week. They are Joseph E. Baudino of KDKA Pittsburgh, president; George Coleman, WGBI Scranton, vice president; Ed Obrist, WPEN Philadelphia, 2d vice president; Jack Hooper, WHGB Harrisburg, 3d vice president, and Joseph Snyder, chief of the Pennsylvania AP bureau, secretary.

XUM

why buy 2 or more... do one big job on "*Radio Baltimore*"

* WBAL covers the rich Baltimore area, Maryland, and sizable chunks of Virginia, Delaware and Pennsylvania — an area with over 4,225,000 people who spend more than $3,290,000,000 annually in retail sales.

Represented nationally by Edward Petry Co., Inc.

WBAL

50,000 Watts
NBC Affiliate

Feature

(Continued from page 12)

show also is unusual—advance billing for the program has been given in the somber Senate chamber and written into the *Congressional Record*. And the P. Lorillard Co., which will relinquish announcements for the two shows, is paying all expenses as a gesture to enrich the heart drive's fund.

In its sundry talent the program will have Vice President Alben W. Barkley and probably Mrs. Barkley. Producers at deadline were counting on the nation's famous newlyweds to render a duet of "Wagon Wheels." Both Democrats and Republicans will forget this is an election year and promote their musical abilities; the military's high brass will be unified on the harmony issue.

Mr. Mack told BROADCASTING the VIPs are certainly "a fine bunch" with which to work. Cooperation, he said, is 100%. However, as the men who set dates during the three weeks of rehearsals in Washington's Hotel Willard will attest, sometimes Congressional committee hearings can stampede schedules.

List of headliners on the show reads more like a page out of the *Congressional Directory* than a theatre's cast. House Speaker Sam Rayburn (D-Tex.) will sit beside Ted Mack to ring the gong. Barbershop quartets consist of Democratic Reps. Oren Harris (Ark.), Tobey Morris (Okla.), J. Frank Wilson (Tex.), House Whip Percy Priest (Tenn.), leader; Republican Reps. Harry L. Towe, Millet Hand (both N. J.), Frank Fellows (Me.), Minority Whip Leslie C. Arends (Ill.), leader. Director of both teams is Secretary of the Interior Oscar L. Chapman.

A Navy trio, featuring an admiral and captain at the piano and Capt. W. Gordon (Slim) Beecher Jr., USN, composer of "Of Old Hawaii," on the guitar, makes up a specialty act. Advance notices are enthusiastic. As Lou Goldberg, producer, puts it, "There's been a lot of necessary pushing around. But the VIPs don't mind it a bit. They're cooperative and helpful—real diplomats." Working with Mr. Goldberg is Director Lloyd Marx.

Special Train Planned

The entire program will be about 2½ hours with 45 minutes devoted to actual broadcast. Mr. Mack said the format conforms to his regular show with telephone numbers given for voting, the usual interview and then the acts in sequence. The Feb. 2 show will be held at Washington's Constitution Hall. The TV program will originate in New York at the International Theatre at Columbus Circle.

Two special train cars and an airplane are reserved for Feb. 7 to transport VIPs who will appear via video. There will be an "aftershow" that night as well. Proceeds from both shows will go to the heart fund.

A highlight of the broadcast is the Celebrity Symphony featuring tubs, washboards, bass fiddles, harmonicas, mandolins, etc. High ranking officers of all services, including Gen. Carl (Tooey) Spaatz, former Air Force chief, will participate. Rep. Louis C. Rabaut (D-Mich.), a tenor who sang his way to Congress in 1934, will be soloist. In the group is Paul Porter, former OPA Administrator, one-time FCC Chairman, and now an attorney practicing before the FCC. He will "thump a tub." Theme is a Washington parody on "Camptown Races" led by Sen. Estes Kefauver (Tenn.), wearing the coonskin cap with which he campaigned for his Democratic seat in the Senate.

A "Capital Chorus," made up of Senators and House members, includes Sens. Robert A. Taft (R-Ohio) and Claude Pepper (D-Fla.) and both barbershop quartets. Also on the agenda is an imitation of Winston Churchill by Rep. Dewey Short, Missouri Republican. Rep. and Mrs. Daniel J. Flood (D-Pa.) will present the "budget scene" from "Life With Father." Rep. Reva Beck Bosone (D-Utah) will sing. Rep. Frances P. Bolton (R-Ohio) will sing "Brahm's Lullaby." Finale will be an onslaught of voices of some 150 persons.

Repeats for Video

Among other personalities listed are Gen. Anthony (Nuts) McAuliffe, of Bastonge fame; Mme. Henri Bonnet, wife of the French Ambassador, who will model a "zany" fashion hat shipped special from Paris; Beverly Farrington, daughter of Joseph Rider Farrington, Hawaiian delegate to the U. S., who will do an original hula-hula. Many of the more pictorial acts will be in the radio show's afterschedule while some may be shown over TV.

Rehearsals turned Capitol Hill and some embassies a bit closer to Tin Pan Alley and most likely a "first" was registered in Secretary of the Senate Leslie Biffle's office in the Capitol last week when a group of Democratic Senators went over a number for the radio show.

In the *Congressional Record*, Sen. Alexander Wiley (R-Wis.) announced the broadcast, date, place and time and commended both Ted Mack's organization and Old Gold cigarettes for their efforts.

WMCA Spans Atlantic

PORTSMOUTH, England, recently was reported in the listening range of WMCA New York. The station received a letter from R. T. Coales of Portsmouth, who congratulated WMCA on "putting such a nice signal into Portsmouth."

THE SOUTH BEND MARKET MUST BE COVERED . . . AND ONLY

WSBT COVERS IT!

WSBT *completely* covers this market—and what a market! Its heart is South Bend and Mishawaka, two adjoining cities with a combined population of 157,000. The *total* population of the South Bend market is over half-a-million, while 1948 retail sales totaled more than half-a-*billion* dollars!

In addition to its complete coverage of the South Bend market, WSBT's primary area includes another million people who spent 911 million dollars in retail purchases in 1948!

The South Bend market is one of America's biggest and best. It must be covered! It *is* covered by one station—and only one. No other station, Chicago or elsewhere, even comes close.

WSBT

WSBT SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

RCA Remote Amplifier
Type BN2A
—with self-contained battery kit

Now—this remote amplifier

✓ operates from a self-contained battery

✓ operates from an a-c line

Here it is—RCA's Portable Remote Amplifier type BN2A, with the new self-contained battery kit. It is the same in every respect as the standard BN2A amplifier, but it provides instant selection of a-c or battery operation—with everything in one package, *batteries and all.*

The new self-contained battery kit is actually a top cover which replaces the one on the standard amplifier. The kit includes: a-c receptacle, ac-dc selector switch, battery holder, new cover, and handle—yet the assembly is so compact that it adds only 5/8-inch to the overall height of the original amplifier.

NEW LOW PRICES* Type BN2A

- **With standard cover . . . $425.00** (*less tubes*)
- **With self-contained battery kit . . . $462.00** (*less tubes and batteries*)

Take advantage of the best buy in remote amplifiers . . . at new low prices. Order your BN2A Remote Amplifier . . . either the standard or the self-contained battery model . . . from your RCA Broadcast Sales Engineer. Or order from Dept. 19AE, RCA Engineering Products, Camden, N. J.

SPECIAL! New Battery Cover Kit—

—for owners of the standard BN2A Remote Amplifier

- √ Remove present cover
- √ Slip new kit cover into place
- √ No tools needed

PRICES*

Battery Cover Kit (less batteries), MI-11279 $37.00

Standby Battery Kit, MI-11281 $7.66

**Prices apply only within continental U. S. A.*

AUDIO BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

RCA AWARDS

15 Employes Are Cited

THE RCA-Victor Award of Merit for 1949, the highest award established by the company for outstanding salaried employes of the year, was presented Jan. 21 to 15 employes of the RCA-Victor Division at the annual dinner meeting of the RCA-Victor Award of Merit Society in Philadelphia.

Witnessed by 45 recipients of previous years' awards and the company's executive staff, the awards were presented by J. G. Wilson, executive vice president in charge of the RCA-Victor Division. Principal address of the evening was made by Frank M. Folsom, president of RCA. Joseph B. Elliott, vice president in charge of consumer products and chairman of the 1949 awards committee, presided at the event.

Comprised of a scroll citing the recipient's achievements and a gold watch mounted on a money-clip, the Award of Merit was established by RCA in 1945 to recognize annually 15 salaried employes for extraordinary achievement in the performance of their jobs.

Winners of the award for 1949 are:

Henry G. Baker, vice president and general manager of the Home Instrument Dept.; Jack P. Barkow, manager of the commercial plant, Camden, Engineering Products Dept.; David D. Cole, chief engineer, Home Instrument Dept., at home office; Glenn L. Dimmick, directing engineer of the advanced development group, sound engineering section, Engineering Products Dept., at the home office; Harold M. Emlein, Indianapolis plant manager, Home Instrument Dept.; Robert C. Gray, assistant manager, Television Operations Section, RCA Service Co. Inc., at the home office; Clarence G. Hart, manager, equipment development engineering, Tube Dept.; Alva R. Hopkins, manager, sales division broadcast section, Engineering Products Dept., at the home office.

Also, Edward C. Hughes Jr., assistant to L. W. Teegarden, vice president in charge of technical products at the Tube Dept. home office; John A. King, plant manager, Harrison plant, Tube Dept.; John R. Meagher, television specialist, RCA renewal sales, Tube Dept., home office; A. A. Pulley, manager of the recording section, Record Dept.; Harry F. Randolph, general plant manager, Tube Dept. at home office; Raymond W. Saxon, home instrument field sales representative for the Western Region; Frank Sleeter, director of Plant Engineering Dept. at the home office.

Howard To Amend

ROYAL V. HOWARD, consulting engineer and ex-director of NAB's Engineering Dept., last week petitioned FCC to amend his application for a new station in Honolulu so as to request 860 kc in lieu of presently specified 850 kc, with 250 w fulltime, and to remove the bid from hearing with request of Island Broadcasting Co. for 850 kc at Hilo. In early January Mr. Howard received a grant of his bid but FCC later withdrew the authorization when it learned of the Island Broadcasting request, designating the two for hearing.

In Buffalo you can go places fast with WGR

---AND ITS HIGHER-THAN-EVER HOOPER RATINGS

EDGAR BERGEN · ARTHUR GODFREY · BOB HAWK · SUSPENSE
LUX RADIO THEATRE · MY FRIEND IRMA · BUDDY CLARK
LOWELL THOMAS · HALLMARK PLAYHOUSE · JACK SMITH · THE F.B.I.
DICK HAYMES · EDWARD R. MURROW · SING IT AGAIN · BEULAH
MR. & MRS. NORTH · THE GOLDBERGS
LUCILLE BALL · ABE BURROWS
MR. KEEN · CRIME PHOTOGRAPH
JOAN DAVIS · GROUCHO MA
MR. CHAMELEON · DR. CHRISTIAN
BING CROSBY · BURNS & ALLEN
EVE ARDEN · AMOS 'N' ANDY
JACK BENNY · INNER SANCTU
RED SKELTON · HELEN HAYES
HORACE HEIDT · MYSTERY THEA
PHILIP MARLOWE · GANG BUSTERS · DINAH SHORE · GENE AUTRY
HIT THE JACKPOT · WE, THE PEOPLE · VAUGHN MONROE · CONTENTED HOUR

NOW ON WGR CBS 550

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

Management

WALLY SEIDLER named manager of KSMA Santa Maria, Calif., replacing LAWRENCE W. HARRY, resigned.

LYLE DeMOSS, program manager of WOW-AM-TV Omaha, Neb., and KODY North Platte, Neb., named acting assistant general manager of WOW Inc., in addition to his present duties. He entered radio in 1923 at experimental station 9DXH Anthony, Kan. In 1937 he went to WOW as production manager from KFAB Lincoln, Neb.

Mr. DeMoss

JOHN J. GILLIN is general manager of WOW Inc.

GERALD L. STATEN, formerly sales promotion director for WNBH and WFMR (FM) New Bedford, Mass., appointed manager of WOCB-AM-FM Cape Cod, Mass. He succeeds DAVID J. SHURTLEFF, resigned.

E. K. HARTENBOWER, general manager of KCMO Kansas City, Mo., elected member of advisory committee working with ABC's board of directors for third year. He represents District 3.

J. WAGNER, assistant manager of WLEC Sandusky, Ohio, named "Young Man of the Year" by Sandusky Junior Chamber of Commerce.

Mr. Wagner

JOHN THORWALD and CATHAL VAN DER BRUGHA, general and assistant manager, respectively, of KWBE Beatrice, Neb., elected members of Radio Pioneers of America. Both men have been in the industry for 25 consecutive years.

FRANK WHITE, president of MBS, commissioned as Honorary Colonel on staff of Governor of Oklahoma.

JAMES C. BURKHAM, member of the board of KWK St. Louis, elected president of Globe-Democrat Publishing Co., St. Louis.

FRANK P. SCHREIBER, manager of WGN Chicago, elected honorary member of Epsilon Pi Alpha, radio fraternity at DePauw U., Greencastle, Ind.

HOWARD BEDFORD, owner of CHVC Niagara Falls, Ont., re-elected vice president of Greater Niagara branch of Canadian Cancer Society.

A. T. SHIELDS, manager of WLDY Ladysmith, Wis., is the father of a boy, John Webster, born Jan. 19. Mrs. Shields is former CORINNE KOPP, promotion manager of KWNO Winona, Minn.

REBROADCASTS to Rocky Mountain and Pacific Coast areas started by *National Farm & Home Hour* with stations in those time zones recording and playing back program at other periods. Show is re-done "live," except news and pickups of U. S. Dept. of Agriculture, which are recorded from the first broadcast. Rebroadcast affects 33 stations.

REPORTER • SUPER SALESWOMAN • AUTHOR

Mary Margaret McBride

"The First Lady of Radio"

In addition to her NEW YORK broadcast . . . NOW BRINGS THIS NATIONALLY KNOWN PROGRAM TO THE MIDDLEWEST ON

WGN 9:15 - 10:15 A.M. MONDAY thru FRIDAY

Now, your products can be sold by Mary Margaret McBride in the great WGN listening area. Her 15 years in radio have been years of radio's most successful selling . . . See what her sponsors say:

- "In my entire twenty years' experience as president of an advertising agency, I know of no sponsored program that can accomplish such phenomenal results."— *Agency*
- "Nothing we have done has produced such widespread and favorable general comment on the part of both consumers and dealers, as our association with you."— *Sponsor*
- "Since you started broadcasting, our sales have pretty nearly doubled. Our increase one year was better than 65%."— *Advertiser*

IN OTHER WORDS: *IT'S RADIO'S MOST FABULOUS PROGRAM!*

Participations in the program are limited

Call your WGN representative for complete details today

A Clear Channel Station . . . Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

THE LATEST WCKY STORY

Dear Time Buyer:

In 1949 more advertisers used WCKY (346 to be exact) than at any time in our 20 years of service. There is only one reason for this large increase in advertisers. They have found that they reach more people for less money.

WCKY HAS THE AUDIENCE

WCKY HAS THE POWER

WCKY PROVIDES THE COVERAGE

WCKY IS LOW COST

LOOK AT THE FACTS - - -

AUDIENCE

WCKY IS EXCEEDED IN AUDIENCE BY ONLY ONE STATION.

	WCKY	NETWORK STATION A	NETWORK STATION B	NETWORK STATION C	NETWORK STATION D
% of Audience*	19.5	15.2	17.2	22.2	16.6

COST

WCKY HAS A RATE AS LOW AS ANY CINCINNATI STATION.

	WCKY	NETWORK STATION A	NETWORK STATION B	NETWORK STATION C	NETWORK STATION D
Open ¼ Hr. Daytime Cost**	60,00	70.00	68.00	359.25	60.00

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

** - 8AM-8PM Mon.-Fri., Nov.-Dec. Pulse*
*** - Standard Rates & Data Jan. 1950*

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

POWER

WCKY IS AS POWERFUL AS ANY STATION IN THE UNITED STATES.

WCKY	NETWORK STATION A	NETWORK STATION B	NETWORK STATION C	NETWORK STATION D
50,000 W	250 W	5,000/1,000 W	50,000 W	5,000 W

COVERAGE

WCKY HAS THE COVERAGE.

WCKY has the reputation of being the outstanding mailpulling station in the United States. This mail comes from all 48 states with 90% of it from 15 Eastern states. Check BMB when it is released for the full coverage story.

With these facts, you too can see why more and more advertisers are getting larger audience at less cost on WCKY. Anyway you look at it—

IN CINCINNATI,
YOUR BEST BUY
IS WCKY

FOR YOUR 1950 CAMPAIGN IN CINCINNATI, WCKY IS YOUR LOGICAL FIRST CHOICE

Sincerely,

L. B. Wilson

WCKY
CINCINNATI

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

FIFTY THOUSAND WATTS OF SELLING POWER

XUM

Editorial

The Rich, Full Life

ONLY ONE conclusion can be reached in reading *Life's* announcement that in 1949, for the second successive year, the magazine's gross advertising billings were bigger than those of any other single medium—$12 million more than the runner-up, NBC.

The conclusion is not that *Life* is priced too high; plainly its numerous advertisers must not think so. The conclusion can only be that radio is too cheap.

In 1949's first nine top billing media, based on authoritative Publishers Information Bureau figures, there are four national networks and five magazines. *Life* leads everyone. *Life* and the *Saturday Evening Post* lead ABC and Mutual. *Life, Saturday Evening Post, Time, The Ladies' Home Journal* and the *American Weekly* lead Mutual.

The vexing conundrum of this situation is why a national radio network should be led by anyone at all. Compare the products:

Once a week *Life* delivers 5,200,000 copies of a magazine that runs more than 100 pages.

Every day a nationwide radio network delivers around 18 hours of programming—available to a majority of 42,000,000 radio homes.

Precise statistics on network listenership are hard to come by, but one recalls the devastating CBS estimate of last year that its aggregate weekly audience was 99 million.

It is doubtful that the most imaginative *Life* researcher could multiply that magazine's readership to anything approaching the figure that the most modest network can claim.

Yet *Life's* total gross billing in 1949 was $76,346,727. NBC's was $64,031,296 and CBS's $63,403,583.

The Saturday Evening Post, a weekly with a circulation of slightly more than 4 million, had gross billings of $59,259,119. ABC's were $42,342,854.

Three other magazines also were ahead of Mutual in 1949. *Time*, with a weekly circulation of little more than 1.5 million, billed $23,771,732. *The Ladies' Home Journal*, a monthly of just under 4.5 million circulation, billed $22,743,526. *The American Weekly*, claiming more than 9.8 million circulation, billed $18,369,671. Mutual billed $18,078,695.

It is not necessary to inquire more deeply into a comparison between radio and magazines to conclude that a network that distributes 18 hours of programming every day to untold millions of Americans is priced at bargain basement rates when its total billings fall short of those of a single magazine that reaches a smaller audience less often. It might be more apt to compare the audience of a single station to the circulation of a single magazine.

Radio does not, however, appeal only to the bargain basement shopper. It is acting with no regard for realism if it fixes its rates as though its appeal were so confined.

Stiletto Out; Machete In

RADIODOM didn't have long to wait.

Last Tuesday, Rep. Sadowski (D-Mich.) dropped into the hopper his bill (HR 6949) to amend the Communications Act of 1934. This some 24 hours after we had commented that a bill would be offered and that it was contrived to block action of the Senate-approved McFarland Bill (S-1973) to restore equity and justice in FCC procedures.

We reprove ourselves for rank understatement. We characterized the upcoming bill as a "Legislative Stiletto" forged by the FCC legal minions, not with the hope of passage, but to retain the *status quo*, and thereby their own stranglehold on radio administration.

It's more of a legislative machete. Or guillotine. And it is more aptly titled the Sadowski—Cottone—Plotkin—Solomon Bill.

You can read the Sadowski Bill, brewed and packaged in the FCC's Law Bureau, elsewhere in this issue. It shouldn't be taken too seriously as a legislative threat. It hasn't a Chinaman's chance of passage. It is "strike legislation" of the most blatant sort. The reasons will be evident.

More than that. It obviously is but the first "take" of that which the lawyers wanted. Whether the second piece of legislation will ever see Government printer's ink is doubtful. Procedural and organizational provisions, which in the McFarland Bill would have restored policy direction to the FCC where it belongs, are absent. Mr. Sadowski makes no mention of them. Maybe some people were in a hurry to get something—anything—before the House Committee, thus snatching the ball from the McFarland Bill supporters.

Hence, the delaying action already begins. It will take weeks to get from the various agencies and departments of the Government their reactions on so complex a measure as the Sadowski Bill. The Army, Navy, Air Forces, Justice, Agriculture and Commerce departments, and other Government bureaus must be solicited before hearings can get underway. The Feb. 20 hearing date can only be tentative.

Let's hit the high-spots. The Sadowski Bill would create a new Commission—a super FCC to be known as the "Frequency Control Board." It would handle allocations of all facilities to Government as well as to industry. There would be five board members at $15,000 each (in addition to the seven on the FCC). There would be the staff and all that goes with the setting up of a new Government agency. And this when Congress and the administration talk economy in government and relief for the taxpayer!

Allocations are the prime function of the FCC. The difficulty has been in the Government hogging frequencies it doesn't need, through direct allocation by the President (who, in all deference, is no more of an expert on the intricacies of communications than Rep. Sadowski). There are means of achieving equitable allocations within the existing Government framework. Under the proposed structure, the military would probably wind up on top anyway.

The bill would give the FCC the authority to suspend station licenses for up to 90 days, and to fine stations $500 for each day during which a violation continues. To suspend a station for even 30 days is tantamount to revocation. The station will lose listeners and its business. The provision is unrealistic and ludicrous.

The station fine proposal is perhaps less onerous, if legal. Can you imagine what would happen to a station that might violate a simple rule, such as station identification? At $500 per day it could run itself into bankruptcy before the FCC's legal mills ground out the necessary citations to serve on the perhaps innocent offender.

The political broadcast section, which would relieve the station of liability because of that which politicians might say in their uncensored campaigning, is the sugar-coating that would make the bill palatable to many a harried broadcaster. But we shall have to leave to the Congress and the courts the delicate question whether Congress can so legislate.

It's easy to kill this legislation. It overreaches. It is too controversial. It flies in the face of both party platforms looking toward economy in government.

It unfortunately is true also that the very presence of this kind of bill can kill good legislation like the McFarland Bill.

Our Respects To—

ROBERT BLAIR HANNA Jr.

IN the early years of his service with the General Electric Co., Robert Blair Hanna Jr. gave little thought to the idea that he would ever enter the company's radio field. But when he joined GE in 1929, fresh out of college, he came equipped with at least one particular qualification which made him especially suitable for radio—the quality of punctuality.

Radio depends on punctuality, and by the same token, GE now depends on Bob Hanna as manager of the organization's WGY WGFM (FM) and WRGB (TV) Schenectady.

This same punctuality is a characteristic which has made Mr. Hanna both the recipient of praise and the target of jokes. Co-workers have been known to jest at him, because, if he has an appointment, he will arrive "on the dot." They accuse him of arriving ahead of time, waiting outside the door until the exact minute set for the appointment, before making his entrance.

"I don't like to keep people waiting," Mr. Hanna explains. "If I have an appointment at a certain hour, I want to keep that appointment to the letter; I want to keep it exactly and promptly."

Bob Hanna was born in Fort Wayne, Ind., Jan. 19, 1907. His father was a lawyer, who served as Fort Wayne's postmaster during the Taft Administration and was consultant to the City Planning Commission. He also planned Fort Wayne's circum-urban highway and was a frequent contributor to newspapers. Mr. Hanna's mother, now in her early 80's, still lives in Fort Wayne.

After attending the public schools in Fort Wayne, Mr. Hanna matriculated at Butler U. He was graduated in 1929 with a B. S. degree in business administration. His college activities were varied and included freshman football and the golf team, on which he served as captain. He was a member of the Delta Tau Delta and the Blue Key, a national honorary society.

Graduating at the age of 22, Bob Hanna went to General Electric where he entered the company's business training course. Two years later, in 1931, he was transferred to advertising and publicity. During the New York World's Fair, 1939-1940, he was in charge of the company's "House of Magic" exhibit.

Then came the war and, for Bob Hanna, three and one half years' service with the Army Signal Corps. He was discharged with the rank of captain in 1945. Returning to his post with General Electric, he was appointed manager of GE's Exhibits, Lectures and Services Division on Sept. 1, 1948. Exactly one year

(Continued on page 40)

CONFLUENCE*

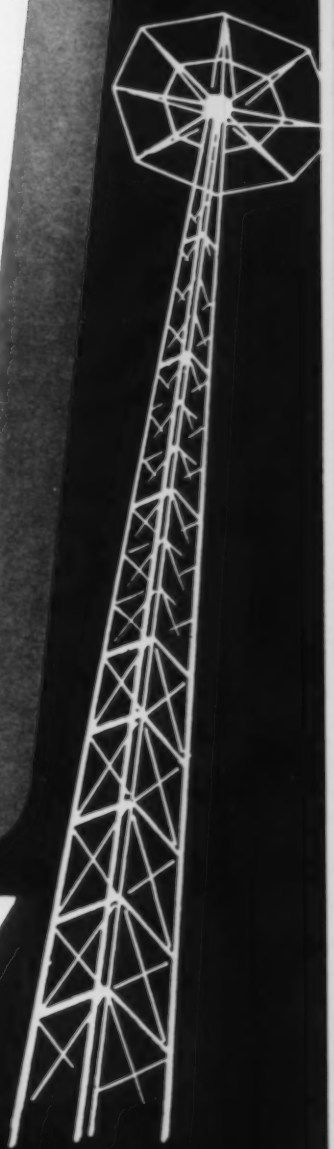
where the CONFIDENCE of millions meets the INFLUENCE that sells!

The wholehearted CONFIDENCE of the world's richest and largest Italian market and the INFLUENCE of the station that has been part of the fabric of their lives for so many years form one great potent force that results in sales.

True enough, you speak to over 2,100,000 listeners with active buying power. But far beyond these statistics is the greater strength that makes your sales message a compelling force. It is the trust, the respect and the deep affection of these families for WOV.

It is all this CONFIDENCE plus WOV's great INFLUENCE that gives you CONFLUENCE — the plus delivered only by WOV.

* *Act of flowing together . . . the meeting or junction of two or more streams . . .*
—Webster's New International Dictionary



Originators of *Audited Audiences*

WOV
NEW YORK

Respects

(Continued from page 38)

later to the day, Mr. Hanna was named manager of WGY WGFM and WRGB.

His first real introduction to radio had come during the hey-day of Major Bowes. Mr. Hanna, in conjunction with G. Emerson Markham, former manager of GE's Schenectady station and now head of NAB's Television Division, devised a series of community talent contests. Touring upstate New York, the two contacted various GE dealers throughout the area, arranging the amateur talent series. This series culminated with a broadcast in Schenectady with district talent winners participating. From then on, Bob Hanna gave a little more thought to the idea of entering radio.

Guiding the three GE stations takes more than a share of Mr. Hanna's time. He manages, however, to serve as a vestryman at St. George's Episcopal Church, a member of the Chamber of Commerce, a member of the Better Business Bureau's board of directors, and he is a past president of the Lions Club.

Mr. and Mrs. Hanna—she is the former Elizabeth Anderson of Toledo, Ohio—were married in 1930. They have three children. Fourteen-year-old Judith is musically inclined. Bill 16, devotes much of his energy to high school sports, especially track and baseball. The eldest, Robert III, 18, is a student at Clarkson College of Technology where he is majoring in mechanical engineering.

An admirer of the outdoors, Mr. Hanna puts the emphasis on golfing, gardening and flowers. Nowadays, he admits, fishing in some Adirondack lakes cuts into his golfing time.

Bob Hanna's philosophy of station operation was outlined clearly and with simplicity in his statement upon assuming the managership of WGY WGFM and WRGB. He said: "There will be no fundamental change in the philosophy of the General Electric stations. We will continue to serve you as we have for the past 27 years, the kind of entertainment information or programs, that you wish to have. We realize that we are coming into your homes at your invitation. We appreciate that privilege and hope to leave you with the desire to invite us in again and again."

WKTY to ABC

WKTY La Crosse, Wis., will become an ABC affiliate May 7, replacing WLCX La Crosse, a 250 w station, the network announced last week. WKTY operates fulltime with 1 kw on 580 kc and is managed by Verl Bratton.

15TH ANNIVERSARY

960 KC ABC 1000 W

OLDEST AND MOST POWERFUL

WEAV

Plattsburg, New York

LEADERS IN BROADCASTING
PIONEERING AND DEVELOPMENT
FOR 15 YEARS
1935 – 1950

AND OUR THANKS TO ALL WHO HAVE SHARED IN OUR PROGRESS

A Pioneer Radio Station and one of the original stations of the American Broadcasting Company, Serving the North Country for 15 years.

Nationally Represented by
Joseph Hershey McGillvra

Commercial

ERIC PAIGE, formerly of WPGH Pittsburgh, WMRN Marion, Ohio, and WARD Johnstown, Pa., appointed national sales manager of WHAY New Britain, Conn.

R. W. EVANS, member of KCMO Kansas City, Mo., sales department since 1946, appointed national sales manager of station.

Mr. Evans

DAVID J. SHURTLEFF, manager of WOCB - AM - FM Cape Cod, Mass., resigns to take charge of sales and sales production at WNBH and WFMR (FM) New Bedford, Mass.

FRANK JUNELL, formerly director of station relations for Southwest Network and in charge of sales and promotion for KROD El Paso, Tex., appointed director of sales for KCBD Lubbock, Tex.

JAMES RANGER, formerly with KAFY Bakersfield, joins sales staff of KWG Stockton, Calif.

CONTINENTAL RADIO SALES appointed national representative for WIFM Elkin, N. C.

DON FROST, previously in sales departments of NBC and WABY Albany, N. Y., appointed commercial representative for WCAU-TV Philadelphia.

A. R. MacKENZIE, formerly personnel director of All-Canada Radio Facilities stations and offices, appointed sales manager of CFAC Calgary, key station of All-Canada organization. He has in recent years been advisor on public relations and policy to Canadian Assoc. of Broadcasters.

KARL R. SUTPHIN, ABC Central Div. promotion manager, appointed to network sales staff in Chicago as account executive. He will be succeeded Feb. 1 by DEAN LINGER, promotion-publicity director of WXYZ Detroit. Mr. Sutphin, who has worked in promotion 17 years, joined ABC Chicago as assistant promotion manager in 1944. Following January he was named department manager. He is former sales service manager of WLS Chicago. Mr. Linger, central division publicity writer for two years, worked as Mr. Sutphin's assistant in promotion until January 1949 when he was transferred to Detroit.

HALSEY V. BARRETT, formerly in spot sales department of DuMont Television Network, transferred to network sales department. Other changes: ARTHUR C. ELLIOT, previously local sales service manager, named to succeed Mr. Barrett in spot sales and WILLIAM WALTERS appointed local sales service manager.

LARRY FRAIBERG, formerly with Anton of California, fruit package distributor, joins KSFO-KPIX San Francisco sales department.

ED HEWITT, formerly with KROW Oakland, joins KGO San Francisco sales department, replacing HARRY MORRIS, resigned.

JOSEPH A. RUGGIERO, New York general manager and account executive for Forjoe & Co., New York, is the father of a boy, born Jan. 17.

GEORGE DIEFENDERFER, NBC Chicago network sales account executive, is the father of a boy, Alex, born Jan. 18.

Pa. Meet Planned

TENTATIVE arrangements for the annual meeting of the Pennsylvania Assn. of Broadcasters were made at a meting of officers and directors at Harrisburg, Jan. 17. According to present plans, the meeting will be held during May, with the details to be worked out by a committee headed by Gordon Gray, WIP Philadelphia. PAB officers include: President, Frank R. Smith, WBVP Beaver Falls; vice president, C. G. Moss, WLTR Bloomsburg; secretary, David Bennett, WKBO Harrisburg; treasurer, George E. Joy, WRAK Williamsport.

WHAT POPULATION FIGURES do agencies use?

A survey by the Metropolitan Group found that 21 out of 22 leading advertising agencies use population figures from—

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

THE IDEAL VISUAL TRAFFIC CONTROL SYSTEM

Boardmaster

Your COMPLETE SCHEDULE at a GLANCE

Save time and enjoy smoother operation with this valuable tool. Gives the information you want in 10 seconds. Across-the-Board at a Glance—all Programs and Announcements in correct sequence.

Used by over 1500 AM, TV & FM stations as the ideal VISUAL Traffic Control System.

Programs SPOTLIGHTED With COLOR

Six color signal system tells you in a split second all Open Time, Commercials, Sustainers, etc. Color helps to identify Local Shows, Network Programming, Participating or Public Service.

You can quote Availabilities to advertisers on the spot, check expiration dates, see any product conflict and prevent mixups before they happen.

Price including cards $49.50 F.O.B. New York

The BOARDMASTER is made of Aluminum with Black Anodic finish. Size, 24"x38½", correct size for seeing entire board at one glance. Weight, 9 lbs. Compact, attractive.

CANADIAN STATIONS: No import permit required. Classified under Tariff Item 354 subject to 22½% duty, 8% sales tax. We absorb shipping charges. Total cost, $65.48.

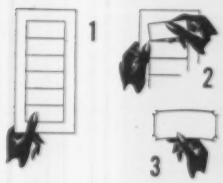
Manufactured and Sold Direct By

GRAPHIC SYSTEMS

VISUAL CONTROL SYSTEMS FOR EVERY INDUSTRY

55 West 42nd Street New York 18, N. Y.

Accommodates 18 or 20 hours daily, 7 days a week. Separate cards for each quarter hour and stationbreak. Also, cards for Participating, 5 and 10 Minute Shows. Cards available in White, Blue, Green, Canary, Salmon & Buff colors.



CARDS WITH FINGER-TIP CONTROL

Simply type or write program titles, sponsors' names, etc., on quality index card strips (1), snap inserts out with fingers (2) and post on board by anchoring corners in grooves (3). Cards Snap-In & Flip Out instantly.

Supply of 150 card strips furnished FREE with each board to install your system and fill future needs. Additional strips available 35¢ to 50¢ a dozen.

MAIL TODAY FOR IMMEDIATE DELIVERY

Graphic Systems, 55 West 42nd St., New York 18, N. Y.

Gentlemen: Please ship via Railway Express ..... boards, $49.50 each, F.O.B. New York (less discounts shown at bottom for more than one unit). We are to receive 150 FREE card strips with each.

Name .....

Station .....

City ..... State .....

Discounts: 2, 5%; 3, 10%; 4, 12½%; 5, 15%; 6, 18%.

(We Pay Shipping Charges When Payment Accompanies Order)

WLIB EDITORIALS

Reports FEPC Stand Praised

WLIB New York reports a heavy response to its three-day editorial series on behalf of a national Fair Employment Practices Commission. Station says it has received hundreds of letters praising the campaign for civil rights [BROADCASTING, Jan. 23].

In broadcasting its editorial position on FEPC and civil rights, WLIB claims it is one of the first stations in New York to take advantage of the FCC's relaxation last June of the Mayflower rule, which now permits broadcasters to editorialize.

WCCO Transmitter

NEGOTIATIONS covering purchase of a new Western Electric 50 kw AM transmitter by WCCO Minneapolis-St. Paul, CBS outlet, are nearly completed, Wendell B. Campbell, WCCO general manager, has announced. Installation of equipment is expected to begin shortly, with new facilities to be used sometime this summer. Transmitter will be installed in the present WCCO building at Anoka, Minn. Replaced Western Electric equipment will be used as an auxiliary transmitter, according to present plans. Station also plans to use present tower-type antenna system and install a new transmission line.

Production

LEW WALKER, announcer and continuity writer, KFBB Great Falls, Mont., named program director succeeding **W. J. TOWNER,** who continues as assistant manager of station.

MRS. BEE REED, formerly traffic manager at WKNB New Britain, Conn., joins WTWN St. Johnsbury, Vt., as traffic manager. She replaces **ROSE VEAR,** resigned.

LOU TINNEY joins WCSS Amsterdam, N. Y., as fulltime staff announcer. He formerly was with WGLN Glens Falls, N. Y.

ART THORSEN, former script editor at Foote, Cone & Belding, Chicago, joins continuity staff at WBBM Chicago. He now writes *The Billy Leach Shows, Show Tune Time, Music Please, Rhyme Does Pay* and *The Meadow-Larks Show.*

HAROLD COHEN, drama critic for Pittsburgh *Post-Gazette,* will do show, *Critic's Column,* Sunday, 6:45 p.m., on KDKA Pittsburgh.

BEN PARK, producer of national award winning Chicago documentaries, *It's Your Life* and *Report Uncensored,* joins program staff of WNBQ (TV) Chicago Feb. 1 as producer. He will create and develop all new NBC Chicago video programs.

DAN PETRIE, who joined staff three weeks ago, is Mr. Park's assistant. He is former assistant professor of speech at Creighton U. and educational director of WOW and WOW-TV Omaha.

FRED PEMBERTON, formerly sports and special events commentator for BBC in Manchester, England, and with commercial staff of CKSF Cornwall, Ont., since Dec. 5, appointed program director for CKSF.

DOROTHY FOLSOM, new to radio, joins WPAY-AM-FM Portsmouth, Ohio, as continuity writer.

ROBERT L. McKEE joins WGN Chicago announcing staff. He formerly was with WCAE Pittsburgh.

GILMORE POMEROY joins cast of KNBH (TV) Hollywood, *Adventures of Cyclone Malone.*

ROSS R. ROWLANDS, formerly of CKCW Moncton, N. B., and later with CKDO Oshawa, Ont., returns to CKCW as program director.

PRESTON STOVER, director of special events at WPTZ (TV) Philadelphia, appointed manager of program operations for station.

JOBY REYNOLDS, formerly of *Joby and Song* show on WOL Washington, becomes star of *Joby Reynolds Show* on WTOP that city, 10:45-11 p.m., Sunday.

LES CARMICHAEL, formerly of KWDM Des Moines, Iowa, joins KWK St. Louis announcing staff, replacing **LEE CAVANAGH,** resigned to enter his own business.

FRANK BUTLER, formerly of KFAM St. Cloud and KSTP Minneapolis, Minn., joins WCCO Minneapolis as announcer. He formerly was with WCCO, but left in 1949 to freelance.

JERRY CROCKER, formerly operations manager of WISR Butler, Pa., named head announcer and featured disc jockey of WCUE Akron, Ohio.

HERB McFARLAND, formerly of WFNC Fayetteville, N. C., joins announcing staff of WKIX Columbia, S. C.

NORM FISHER, formerly of announcing staff of KFBB Great Falls, Mont., and before that publicity director of CJOC Lethbridge, Alta., resigns from KFBB to join KGEZ Kalispell, Mont., as program director.

BILL BROWNE, JACKSON WEAVER and **GIL HODGES,** producer, announcer and writer respectively on *The Navy Hour,* Saturday, 11 a.m. over ABC and WMAL Washington, awarded citations by Navy. All are staff members of WMAL.

DOUG SETTERBERG, producer-announcer for KOMO Seattle, has penned "He's a Scandinavian Hot-Shot" and "Sewed Up in My Vinter Undervear," novelty songs. Numbers have been recorded.

GEORGE FISCHER, of Columbia Pacific Network news writing staff, is the father of a girl.

PHILIP MORRIS

FTC Asked for Re-Trial

PHILIP MORRIS & Co., charged with misrepresentation in its radio and newspaper advertising in a complaint dating back to 1942, has asked the Federal Trade Commission for a re-trial in its case.

Attorneys for the cigarette firm, which is charged with making certain "medical claims" for its product, placed the motion before the commission in a hearing in Washington Jan. 18. FTC is expected to hand down its decision in the near future. Approval of the motion conceivably could prolong the case another two or three years, a government attorney said.

An FTC trial examiner previously had handed down a report backing up the government stand, but FTC remanded the report which it described as "insufficient" and thus upheld Philip Morris' claim that the report failed to comply with the Administrative Procedures Act. Nor had it taken note of certain of the firm's objections as charged by its attorneys, FTC ruled.

Subsequently the trial examiner, Andrew B. Duvall, died and the membership of the commission changed substantially, it was pointed out. The firm had submitted an identical motion in hearings last spring. Hearings also were held in 1946 and 1947.

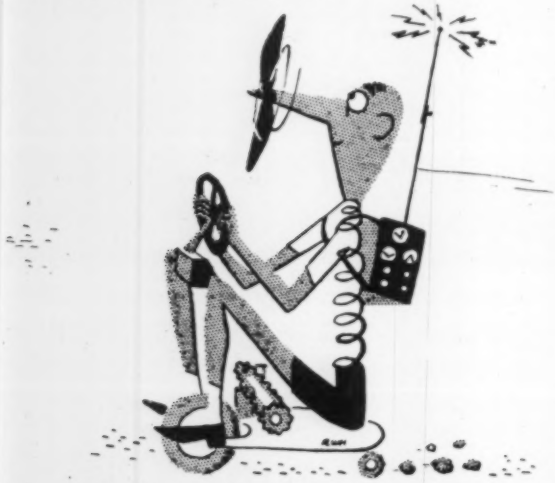
The complaint cites advertisements which claim that the cigarette is "less irritating," gives no "cigarette hangover," and that "no other cigarette can make that statement." Allen C. Phelps is the government attorney.

Murphy to Emcee

GEORGE MURPHY, motion picture actor, will m. c. the special radio-television-stage show as part of the Republican Party's Lincoln Day Box Supper in Washington Feb. 6, Rep. Carroll D. Kearns (R-Pa.) has announced. ABC will originate the AM broadcast, and arrangements are underway for a television pickup of the show. Rep. Kearns will produce the program.

GROCER BOY . . .

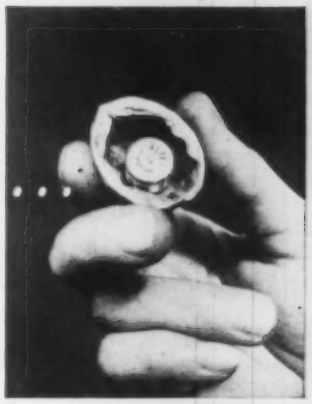
DULUTH, MINN.—"I deliver the goods in America's 51st Food Market," says Otto Mattick from his radarocket cruiser. He's right. With KDAL's dominance of the audience in the Duluth-Superior Market (see Hooper, any report) KDAL is the outstanding medium to sell food products in this heavy eating area. With KDAL's Certified Promotion back of your radio campaign, your sales per radio dollar will amaze you. Got a food product you'd like us to sell for you?



Avery-Knodel can give you more details on this market where the food ad dollar offers a greater return. Ask them.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

This is it in a nutshell!.. . . .



GraybaR

recommends the sensational ALTEC LANSING CORPORATION 21B microphone

. . . because it combines unparalleled technical qualities *plus* the advantages of inconspicuousness. It doesn't obscure the performer's countenance. Suspended over a radio or TV stage, it blends into the background. It can be hidden easily in stage props. Yet with all these advantages of the Altec 21B's minute size, you not only don't sacrifice technical quality—you actually gain a new order of perfection in performer-freedom, in fidelity, and in frequency response. Moreover, this miniature masterpiece is blast-proof, shockproof, omnidirectional . . . and, well, let your Graybar Representative tell you the rest!

For uses where the cardioid type of mike is desired, Graybar has the long-preferred Western Electric 639A and 639B. And the well known dynamic type 633A will continue to be made available through Graybar by Altec.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, New York.* 5019

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,20)
Antenna Equipment (20)
Cabinets (13)
Consoles (20)
Loudspeakers and Accessories (1,20,22)
Microphones, Stands and Accessories (1,11,12,15,20,22)
Monitors (10,20)
Recorders and Accessories (2,7,17,19)
Speech Input Equipment (20)
Test Equipment (1,10,21)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (6,9)
Transmission Line and Accessories (5)
Transmitters, AM and FM (20)
Tubes (9,14,20)
Turntables, Reproducers, and Accessories (7,17,20)
Wiring Supplies and Devices (4,8,9,11,16,18,22)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Crouse-Hinds
(7) Fairchild
(8) General Cable
(9) General Electric
(10) General Radio
(11) Hubbell
(12) Hugh Lyons
(13) Karp Metal
(14) Machlett
(15) Meletron
(16) National Electric Products
(17) Presto
(18) Triangle
(19) Webster Electric
(20) Western Electric
(21) Weston
(22) Whitney Blake

There are Graybar offices in over 100 principal cities. These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hanshers, Main 0600
CLEVELAND
W. S. Rockwell, Cherry 1360
DALLAS
C. C. Ross, Central 6454
DETROIT
P. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 8-4571
JACKSONVILLE
W. C. Winfree, Jacksonville 5-7180
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
W. G. Pree, Geneva 1621
NEW YORK
F. C. Sweeney, Watkins 4-3000
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

Allied Arts

DAVID H. LION, vice president of Spectrolux Television Corp., resigns to join Fletcher Smith Studios Inc., New York. He will be director of sales and producer on special accounts.

JACK STEWART, formerly head of his own Hollywood agency, and before that director of radio writers department of William Morris Agency, Beverly Hills, Calif., joins Frank Cooper Assoc., Hollywood, as executive. He will specialize in building of radio and television programs.

GREY ADV., New York, signs with **A. C. Nielsen** marketing research firm for its Class A national radio index.

LAWRENCE L. SYNN, vice president and program director of International Trans-Video, New York television packaging company, resigns his post to re-enter advertising agency field as TV production executive.

JACK LOW, teacher at Hal Styles School of Radio and Television, Beverly Hills, Calif., is the father of twins, Jack and Jill.

HARRY S. GOODMAN Productions, New York, announces assumption of sole sales rights in U. S. and possessions of *Doctor's Orders,* series of 52 quarter-hour transcribed programs. Series produced by Radio Providence, Providence, R. I.

MCA Artists Ltd., New York obtains *It's in the Bag,* new daytime TV program, for representation. Show is owned and produced by **WILLIAM VON ZEHLE.**

Equipment

EDMOND G. DYETT Jr., production manager of Hermon Hosmer Scott Inc., Cambridge, Mass., elected director and assistant treasurer of firm, which makes Dynaural amplifiers, noise suppressors and pocket-size sound level meters.

MICHAEL J. KINGSLEY, executive vice president of Vidcraft Television Corp., New York, TV set manufacturer, promoted to presidency of firm. He also has been corporation's general manager since its start in August 1948. He succeeds **LEOPOLD GODOWSKI,** retiring president who has been elected board chairman. **JAMES STEWART,** retiring chairman, elected chairman of company's executive committee. **MARVIN R. LIVINGSTON,** director since company's inception, elected secretary, succeeding **ARTHUR W. KANN,** who continues in his original capacity of treasurer. Elected vice president was **ROBERT W. ROSENBLATT,** also one of firm's original directors.

JOHN F. HOGAN, recently manager of Newell-Emmett's industrial department, establishes his own consulting service on industrial and trade advertising. Service, located at 345 East 17 St., New York, is offered to both agencies and industrial companies—latter on basis strictly non-competitive with agencies.

ELECTROVOX Co., East Orange, N. J., announces production of new shape phonograph needle tip which will play both microgroove and standard record grooves with equal fidelity, firm claims.

HARRY J. MAYER, former manager of technical products service of RCA Service Co., Chicago district, appointed New York district manager of company's technical products service division. He is succeeded in Chicago by **FRED W. WENTKER,** formerly of company's Camden, N. J. offices. **WILLIAM F. HARDMAN,** former New York district manager, named special representative in Washington.

P. L. ALGER, MARSHALL ANDERSON, T. M. LINVILLE, C. H. RIDGLEY and **F. P. WILSON Jr.,** named staff assistants in General Electric Co's Apparatus Dept., Schenectady, N. Y.

LEE McCANNE, vice president of Stromberg-Carlson Co., Rochester, N. Y., elected president of Rochester Chamber of Commerce.

ALLIED RADIO Corp., Chicago, announces release of new, low-priced magnetic tape recorder. Unit is light and compact and has list price of $99.50.

'BARGAINS'

Close Scrutiny Planned

CLOSE SCRUTINY of radio commercials offering sensational "bargains" is being planned by the Better Business Bureau of New York City, according to Hugh R. Jackson, president, in the BBB's monthly memo.

Mr. Jackson noted that a recent radio commercial offering "sensational five giant inflated toy animals" for a dollar brought the Bureau a flood of complaints. Such listener reaction has inspired the "close scrutiny" policy, he indicated.

WKY PLANS

New Building and Studios

PLANS for construction of a new building to house studios and offices of WKY Oklahoma City have been announced by E. K. Gaylord, president of the Oklahoma Publishing Co. The plans also call for construction later of new studios and other facilities for the firm's WKY-TV, Mr. Gaylord said.

The move was made after the directors decided, during their annual meeting, not to renew the lease on the present WKY space in the Skirvin Tower, Mr. Gaylord said. WKY, ABC affiliate, has been in the Skirvin Tower since 1936. Studios of WKY-TV, on the air commercially since June 6, 1949, now are located in The Little Theatre of Oklahoma City's Municipal Auditorium.

Two new directors of the Oklahoma Publishing Co. were named during the annual meeting. They are Don C. Dickinson, vice president of the Security Trust and Savings Bank, San Diego, Calif., and O. C. Brown, advertising director of the Oklahoma Publishing Co.

Technical

SELWYN (Red) REED, formerly with WONS Hartford, WKNB New Britain, Conn., and WNAC Boston as engineer, joins WTWN St. Johnsbury, Vt., as engineer-announcer.

ROBERT W. CONNER, RCA broadcast field engineering representative for western region for past eight years, joins KLAC-TV Los Angeles Feb. 1 as director of engineering.

ALLEN B. DuMONT Labs., Clifton, N. J., announces new Type 250-AH cathode-ray oscillograph with improved sweep circuit, fast sweep starting time and high output.

GENERAL ELECTRIC Co., Schenectady, N. Y., announces new miniature receiving tube, type 6CB6, for use as wideband amplifier in intermediate-frequency or radio-frequency stages of TV and FM receivers.

WPAT at 93

NOW

5000 watts
24 hours a day

dials are swinging to

WPAT at 93

PATERSON, NEW JERSEY

Owned and operated by the Herald News
Passaic Clifton, N. J.

WANT THE FACTS IN CINCINNATI?

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

ANNOUNCEMENT

National Board of Fire Underwriters GOLD MEDAL AWARDS for 1949

HERE'S hats off to the press and radio!

The newspapers and radio stations of America did an outstanding job of helping their readers save their lives and property from the devastating effects of needless fires in 1949.

The press and radio have campaigned for better fire departments, better water supplies, and greater public consciousness of the danger of fire.

To honor those newspapers and radio stations whose public service efforts in this field have been most outstanding, the National Board of Fire Underwriters again in 1950 will make its Gold Medal Awards.

A Gold Medal or $500 in cash will be awarded to the daily newspaper, weekly newspaper and the radio station which, in the opinion of impartial judges, has contributed most to the betterment of its own community through public service in fire prevention.

Newspapers and radio stations which conducted public service campaigns in fire prevention during 1949 are invited to submit exhibits. Exhibits should be in scrap book form and mailed before Feb. 28, 1950. Exhibits should cover the calendar year 1949.

A nomination blank is being mailed to all newspapers and radio stations. If you do not receive one, or wish further information, address Gold Medal Awards, National Board of Fire Underwriters, 85 John Street, New York 7.

NATIONAL BOARD OF FIRE UNDERWRITERS

85 John Street, New York 7, N. Y.

The Roll of Honor Last Year

DAILY NEWSPAPERS

GOLD MEDAL

Staten Island, N. Y., Advance

Honorable Mention Citations

Santa Ana, Cal., Daily Register
Burlington, Iowa, Hawk-Eye Gazette
Waltham, Mass., Daily Tribune
Philadelphia, Pa., Inquirer
Memphis, Tenn., Commercial Appeal
Port Angeles, Wash., Evening News

WEEKLY NEWSPAPERS

GOLD MEDAL

Lapeer, Mich., County Press

Honorable Mention Citations

South Bend, Ind., Township News
Hammond, La., Sunday Sun
Blackduck, Minn., American
Starkville, Miss., News
Teaneck, N. J., Sunday Sun
Honeoye Falls, N. Y., Times
Williston, N. D., Farmers Press
Lansdowne, Pa., Delaware County Times
Glenwood City, Wis., Tribune

RADIO STATIONS

GOLD MEDAL

WOWO, Fort Wayne, Ind.

Honorable Mention Citations

KNBC, San Francisco, Cal.
WEBR, Buffalo, N. Y.
WNEW, New York City
KELO, Sioux Falls, S. D.
KOGT, Orange, Texas

Hearings on 3 Bills

(Continued from page 19)

and staff have spent a substantial amount of time on general frequency allocations problems and international negotiations, and observed:

"It is my hope that my proposal to create a Frequency Control Board will so lighten the workload of the Commission that the backlog can be eliminated and that the Commission can become current in its work."

Rep. Sadowski said he had no criticism of present operation involving the relationship of FCC and IRAC, and thought they should be congratulated for having operated "this inadequate machinery so long without a serious breakdown."

Charges Recalled

But he called attention to charges that private applicants have "come out second best," and that FCC has been given for distribution only "that portion of the spectrum that has been left over" after government agencies through IRAC have taken what they wanted.

"This is a serious charge, indeed, and in a democracy it is poor business to leave the apportionment of an important natural resource . . . as between federal government and non-government users, to a planless system of compromises between two public bodies . . ." he asserted.

He said his proposal was in line with a report of the House Select Committee, under Chairman Clarence Lea in 1945, which felt that before power to make assignments to government stations is delegated to an independent body, Congress should review the whole question.

Regarding sanction provisions in his bill, Rep. Sadowski noted that the only present punishment for violation of FCC rules is revocation, and cited the Commission's recent Don Lee decision in which it voted for license renewal for want of a penalty less severe than a "death sentence" [BROADCASTING, Jan. 2].

The Sadowski Bill would authorize FCC to revoke licenses or permits, or to suspend licenses for a period up to 90 days for false statements knowingly made to the FCC; conditions which would have warranted denial of an original application; wilful or repeated failure to conform to license requirements or to the Communications Act or FCC rules, and for violation or failure to observe cease-and-desist orders.

Revocation or suspension proceedings could also be instituted against station licensees, permittees or networks tending to "induce or coerce" other licensees or permittees to violate FCC rules and regulations, or to follow a "course of action" which would justify denial of license or permit.

Forfeitures up to $500 per day for any offense could be demanded by the Commission in lieu of suspensions or revocations, and in cease-and-desist actions could be levied in addition to such orders. Cease-and-desist orders and revocation or suspension must be preceded by a show cause order and opportunity for hearing.

Rep. Sadowski made plain, with respect to FCC Chain Broadcasting Regulations, that he wants information from the Commission, networks, broadcasters, and the Justice Dept. on alleged monopolistic practices of networks.

Some Provisions Opposed

Additionally, he made clear that he opposes provisions of the McFarland bill which he contends might "loosen up" anti-trust restraints.

Under the McFarland bill, FCC would be divested of revocation power over licensees whom the courts have found guilty of anti-trust violations (though the courts could revoke as an additional penalty, and FCC consideration of a licensee's qualifications would not be impaired), and thus eliminate one phase of the "double jeopardy" which broadcasters have long opposed.

Rep. Sadowski's proposal to render licensees immune from any political libel action in any court—local, state or federal—seeks to eliminate the conflict between state libel laws and federal law against censorship, as envisioned in FCC's famed Port Huron decision. The licensee would remain civilly and criminally liable, however, for any statements made by him or anyone under his control.

FOUNDER and speaker of ABC *Old Fashioned Revival Hour*, Dr. Charles E. Fuller (l), receives a miniature gold microphone from Frank Samuels, vice president in charge of ABC Western Div., in honor of his 25 years as radio gospel speaker.

Sec. 315 of the Communications Act would remain unchanged in that licensees, once having agreed to permit use of their stations, may not alter or censor broadcast material, nor could they refuse equal time to opponents.

The decision to hold hearings was confirmed after the executive meeting. While members generally felt hearings were desirable, in view of the Michigan Democrat's new bill, it is understood there was a move to have the subcommittee act solely on the McFarland measure.

Rep. Sadowski, in his statement Tuesday accompanying the bill, said he noted "a great deal of pressure emanating from various quarters" that his subcommittee should concentrate on the Senate-passed FCC procedural bill.

But, he stated:

The Committee on Interstate and Foreign Commerce has not had an opportunity to study these substantive problems since it held its last comprehensive hearings on amendments to the Communications Act in the summer of 1942. Since then, many new problems, I need mention only television, have arisen, and many new members have joined the Committee who have never had occasion to study the problems connected with the various aspects of radio and radio communications. I believe it would be unreasonable to expect this committee to do, in connection with the consideration of S. 1973, the kind of job which it is accustomed to do unless the committee first gains a clear understanding of the substantive problems involved. Therefore, it is my purpose to bring before the committee some of the most important substantive problems connected with radio and to do that in the most concrete form possible, namely, that of placing before the committee appropriate amendments to the Communications Act in the field of radio. That is the sole reason for my introducing this bill at the present time.

Rep. Sadowski cited possibility of continuous sessions, if possible, but authorities thought it more likely they would be held in "takes," each lasting from seven to ten days and spaced apart because some communications subcommittee members also serve on other groups.

In addition to questions of network regulations, political libel liability, spectrum space and administrative sanctions, Rep. Sadowski's subcommittee also will elicit views of AM-TV broadcasters, networks, and FCC on color television and channel allocations, radio fraud provisions, FM allocations, appellate and other changes contained in the McFarland bill [BROADCASTING, Jan. 23].

Objections, some of them shared by the Commission, are sure to be aired during the hearings. These include questions involving deadlines on FCC action on applications; removal of the Commission's power of revocation over licensees cited in anti-trust violations; role of special services and safety functions in FCC operation; interpretation of "parties in interest" concerning intervenors in license cases, and others.

Authorities have indicated, also, that certain sections in the McFarland bill may be amended—chiefly those covering anti-trust; singling out FCC Commissioners for salary raises to $15,000 (where now they receive $16,000 through legislation passed last session), and stipulating that each Commissioner shall have a legal assistant. There is feeling that any such legislation should cover all independent agencies, not just one—where civil service is concerned.

MASON MURDER

Smithwick Given Life Term

VERDICT of guilty was returned last Wednesday night against Sam Smithwick, Jim Wells County ex-deputy sheriff, charged with murder in the fatal shooting of W. H. Mason, KBKI Alice, Tex., newscaster, last July 29 [BROADCASTING, Aug. 1, 8].

Sentence of life imprisonment was imposed by the court at Belton, Tex. The prosecution had sought the death penalty.

like TREES?

Come Nov.-Dec., Montana's Christmas tree harvest alone will top $1 million. Overall, a half-billion feet of lumber are cut annually in Montana. Diversified industry keeps buying high and steady. It's a big reason why big-hearted Montanians led the nation five times in five consecutive bond drives. KGVO-CBS covers the county with the largest per capita buying power. It's KGVO and CBS for sales in Montana.

The Art Mosby Stations

CBS KGVO · KANA

5 KW DAY—1 KW NITE MISSOULA

ANACONDA BUTTE 250 KW

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—

5000 WATT OUTPUT!

JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About

CHNS

HALIFAX NOVA SCOTIA

The BLACK DAYS of 1949

Here is the 6-day work-week calendar followed last year by the coal industry. The shaded days were "mining holidays." The BLACK DAYS were days when most of the coal miners were called off their jobs by the dictates of a UNION MONOPOLY.

MON	TUE	WED	THU	FRI	SAT	MON	TUE	WED	THU	FRI	SAT	MON	TUE	WED	THU	FRI	SAT	MON	TUE	WED	THU	FRI	SAT
JANUARY						**FEBRUARY**						**MARCH**						**APRIL**					
3	4	5	6	7	8		1	2	3	4	5		1	2	3	4	5					1	2
10	11	12	13	14	15	7	8	9	10	11	12	7	8	9	10	11	12	4	5	6	7	8	9
17	18	19	20	21	22	14	15	16	17	18	19	14	15	16	17	18	19	11	12	13	14	15	16
24	25	26	27	28	29	21	22	23	24	25	26	21	22	23	24	25	26	18	19	20	21	22	23
31						28						28	29	30	31			25	26	27	28	29	30
MAY						**JUNE**						**JULY**						**AUGUST**					
2	3	4	5	6	7			1	2	3	4					1	2	1	2	3	4	5	6
9	10	11	12	13	14	6	7	8	9	10	11	4	5	6	7	8	9	8	9	10	11	12	13
16	17	18	19	20	21	13	14	15	16	17	18	11	12	13	14	15	16	15	16	17	18	19	20
23	24	25	26	27	28	20	21	22	23	24	25	18	19	20	21	22	23	22	23	24	25	26	27
30	31					27	28	29	30			25	26	27	28	29	30	29	30	31			
SEPTEMBER						**OCTOBER**						**NOVEMBER**						**DECEMBER**					
			1	2	3						1		1	2	3	4	5				1	2	3
5	6	7	8	9	10	3	4	5	6	7	8	7	8	9	10	11	12	5	6	7	8	9	10
12	13	14	15	16	17	10	11	12	13	14	15	14	15	16	17	18	19	12	13	14	15	16	17
19	20	21	22	23	24	17	18	19	20	21	22	21	22	23	24	25	26	19	20	21	22	23	24
26	27	28	29	30		24/31	25	26	27	28	29	28	29	30				26	27	28	29	30	31

For most American workers, and for most American businesses, 1949 was a "good year."

For most of the nation's 400,000 coal miners—and for the coal business—1949 was a very *black* year.

That was because a powerful union monopoly "blacked out" 110 of the permissible 298 working days—called the miners off their jobs—and denied the operators the use of their own property and facilities!

Those 110 BLACK DAYS cost the individual coal miner an average loss of about *one-third of a year's pay in 1949.* What good does it do the miner to get *the highest rate of pay* in any major industry if he can work only on such days as the UNION says he is *"able and willing?"*

Those 110 BLACK DAYS cost the miners' Welfare Fund many millions of dollars—*for how can a royalty tax be paid on coal that isn't mined?*

Those 110 BLACK DAYS cost the coal business, the railroads, and local communities that are largely dependent on coal, hundreds of millions of dollars in loss of income.

Those 110 BLACK DAYS cost the American people millions of tons of coal needed for home-heating, and for the production of goods *which the public needs.*

Those 110 BLACK DAYS are the price all America has been forced to pay—in just *one* year—because just *one* industry has been dominated by the *monopoly control* of just *one* union. If it can happen in the coal industry, can it not *also* happen in other major American industries *such as the steel, rubber, railroad, and automobile industries?*

The Coal Operators Are Eager for a Working Contract with their Employees

There can be no true security for the American worker, no steady progress for American industry, as long as UNION MONOPOLY can dictate when a man shall work and when industry shall produce. There can be no sure protection for the American public as long as UNION MONOPOLY is free to shake its fist in the face of all!

NATIONAL COAL ASSOCIATION

SOUTHERN BUILDING WASHINGTON, D. C.

Text of HR 6949

(Continued from page 19)

appointed by the President, by and with the advice and consent of the Senate. The persons nominated for appointment as members shall be selected solely on the basis of established records of distinguished service in the fields of (1) radio and the civilian or military uses thereof, or (2) public affairs. The President shall designate one member as Chairman of the Board.

"FUNCTIONS OF THE BOARD

"SEC. 372. (a) The Board is authorized and directed to formulate such plans and policies with respect to the utilization of the radio spectrum, with particular reference to the apportionment of frequencies between Government and non-Government uses, as it deems necessary for the accomplishment of the purposes declared in section 1 of this Act.

"(b) For the purpose of effectuating the plans and policies formulated pursuant to subsection (a), the Board is authorized and directed to—

"(1) allocate frequencies and bands of frequencies and cancel or modify any such allocation;

"(2) assign frequencies to Government stations and cancel or modify any such assignments; and

"(3) prescribe regulations to govern the assignment, by the Commission, of frequencies to non-Government stations.

"(c) The Board shall disapprove the proposed assignment or renewal of the assignment, by the Commission, of any frequency to a non-Government station where such assignment (A) would cause harmful interference to any Government use of radio or (B) would violate any regulation prescribed under paragraph (3) of subsection (b).

"ORGANIZATION OF FREQUENCY CONTROL BOARD

"SEC. 373. (a) The term of office of each member of the Board shall be ten years, except that (1) any member appointed to fill a vacancy occurring prior to the expiration of the term for which his predecessor was appointed shall be appointed for the remainder of such term; and (2) the terms of office of the members first taking office after the date of enactment of this Act shall expire, as designated by the President at the time of appointment, one at the end of two years, one at the end of four years, one at the end of six years, one at the end of eight years, and one at the end of ten years, after the date of enactment of this part. Three members shall constitute a quorum of the Board. Each member shall receive compensation at the rate of $15,000 per annum. Each member of the Board shall be a citizen of the United States. No member of the Board shall engage in any other business, vocation, or employment than that of serving as a member of the Board.

"(b) The Board shall appoint and fix the compensation of such personnel as may be necessary to carry out the provisions of this title. Such appointments shall be made and such compensation shall be fixed in accordance with the provisions of the civil-service laws and regulations and the Classification Act of 1949, as amended: *Provided*, That the Board may employ such technical and professional personnel and fix their compensation without regard to such laws as it may deem necessary for the discharge of the responsibilities of the Board under this title. Officers and employees of any other department or agency of the Government may, with the consent of the head of such department or agency, be assigned to assist the Board in carrying out its functions. The Board may, with the consent of the head of any other department or agency of the Government, utilize the facilities and services of such department or agency in carrying out the functions of the Board. The Board shall be authorized to accept and utilize the services of voluntary and uncompensated personnel and to provide transportation and assistance as authorized by section 5 of the Act of August 2, 1946 (5 U. S. C. 73b2), for persons serving without compensation.

THIS backstage gathering at the first broadcast of *It's Fun To Be Young* on CBS Pacific Network includes (l to r): Wendell Williams, West Coast radio director, Leo Burnett Co.; William Galbraith of Globe Mills Division of Pillsbury Flour, sponsor of show; Jay Stewart, show m. c.; Howard Cheney, West Coast manager, Leo Burnett; James Aubrey, CPN account executive.

"MILITARY LIAISON COMMITTEE

"SEC. 374. There shall be a Military Liaison Committee consisting of representatives of the National Military Establishment detailed or assigned thereto, without additional compensation, by the Secretary of Defense, in such number as he may determine. The Board shall advise and consult with the committee on the allocation or assignment of radio frequencies required for the purpose of the national defense. If the committee at any time concludes that any action, proposed action, or failure to act of the Board with respect to the allocation or assignment of radio frequencies for the purpose of national defense, is adverse to the responsibilities of the National Military Establishment, derived from the Constitution, laws, and treaties, the committee may refer such action, proposed action, or failure to act to the Secretary of Defense. If the Secretary concurs, he may refer the matter to the President whose decision shall be final.

"ADVISORY COMMITTEES

"SEC. 375. (a) The Board is authorized to appoint such advisory committees as it deems necessary to advise the Board on any matters arising in connection with the administration of this part.

"(b) The members of any such advisory committee shall receive compensation at the rate of $25 for each day engaged in the business of the Board pursuant to authorization of the Board, and shall be allowed travel expenses as authorized by section 5 of the Act of August 2, 1946 (5 U. S. C. 73b2).

"(c) Persons holding other offices or positions in the executive branch of the Federal Government may serve as members of any such advisory committee, but they shall not receive remuneration for their services as such members during any period for which they received compensation for their services in such other offices, or positions.

"ANNUAL REPORT

"SEC. 376. The Board shall render an annual report to the President for submission on or before the 15th day of January of each year to the Congress, summarizing the activities of the Board and making such recommendations as it may deem appropriate. Minority views and recommendations, if any, of members of the Board shall be included in such report.

"SECURITY

"SEC. 377. The Board, after consultation with the Military Liaison Committee, shall establish regulations and procedures for the security classification of information related to the work of the Board and for the proper safeguarding of any information so classified.

"INTERNATIONAL AGREEMENTS

"SEC. 378. Agreements with foreign governments which affect the allocation and assignment of frequencies shall be negotiated and concluded by the Board, acting in accordance with the directions and subject to the control of the President. The Secretary of State shall assist the Board in the arrangements for and conduct of such negotiations.

"APPROPRIATIONS

"SEC. 379. To enable the Board to carry out its powers and duties, there is hereby authorized to be appropriated annually to the Board, out of any money in the Treasury not otherwise appropriated, such sums as may be necessary."

SEC. 2. Section 1 of the Communications Act of 1934, as amended, is amended to read as follows:

"PURPOSES OF ACT; CREATION OF FEDERAL COMMUNICATIONS COMMISSION

"SECTION 1. (a) It is the purpose of this Act to provide for regulating interstate and foreign commerce in communications by wire and radio so as to make available, so far as possible, to all the people of the United States a rapid, efficient, Nation-wide, and world-wide wire and radio communication service with adequate facilities at reasonable charges; to promote the national defense; and to promote safety of life and property through the use of wire and radio communication.

"(b) There is hereby created a commission to be known as the 'Federal Communications Commission', which shall be constituted as hereafter provided, and which, except as otherwise provided in this Act, shall execute and enforce the provisions of this Act."

SEC. 3. Section 3 of the Communications Act of 1934, as amended, is amended by adding after paragraph (aa) the following:

"(bb) The term 'Government', when used with reference to radio, means the United States Government or any agency or instrumentality thereof.

"(cc) The term 'allocation', when used with reference to frequencies, means the distribution, subject to conditions and limitations, of frequencies or bands of frequencies to services and classes of stations for specific purposes whether Government or non-Government services or classes of stations are involved.

"(dd) The term 'assignment', when used with reference to frequencies, means the grant, subject to conditions and limitations, of authority to a particular radio station to use a particular frequency for a specific purpose.

"(ee) The term 'harmful interference' means any radiation or any induction which endangers the functioning of a radio navigation service or of a safety service or obstructs or repeatedly interrupts any radio service."

SEC. 4 (a) Paragraph (c) of section 303 of the Communications Act of 1934, as amended, is amended to read as follows:

"(c) Assign frequencies, subject to the provisions of section 372 of this Act, for each individual non-Government station, and determine the power which each such station shall use and the time during which it may operate;".

SEC. 5. (a) The second sentence of section 305 (a) of the Communications Act of 1934, as amended, is hereby amended by striking out the word "President" and inserting in lieu there-

Another Million letters in 1949
[see 2nd cover]
WLS
CHICAGO 7
Clear Channel Home of the National Barn Dance

Father of the Groom

ON BEHALF of a client, Washington Attorney Paul M. Segal petitioned FCC last week for postponement of a hearing in which he is slated to appear Feb. 14, giving this explanation: "The oldest son [Paul F.] of Paul M. Segal is to be married at Denver, Col., on Feb. 19 and Paul M. Segal has entered into extensive commitments with regard to the festivities customarily preceding such an event. The violation of any of those commitments would result in domestic and community distresses and embarrassments."

of "Frequency Control Board".

SEC. 6. Notwithstanding the amendments made by this title, allocations and assignments heretofore made under the authority of section 303 (c) or section 305 (a) of the Communications Act of 1934, as amended, shall continue in effect according to their terms unless and until canceled or modified in accordance with law.

SEC. 7. The provisions of this section and of sections 371, 372 (a), 372 (b) (3), and 373 through 379 of part III of title III of the Communications Act of 1934, as amended, enacted by this Act, shall take effect on the date of the enactment of this Act. The remaining provisions of this Act and of such part III shall take effect six months after the date on which three members of the Frequency Control Board have been appointed and have taken office.

TITLE II—MISCELLANEOUS PROVISONS

SEC. 201. Section 312 of the Communications Act of 1934, as amended, is hereby amended to read as follows:

"ADMINISTRATIVE SANCTIONS

"SEC. 312. (a) Any station license may be revoked or suspended for a period not to exceed ninety days, and any construction permit may be revoked—

"(1) for false statements knowingly made either in the application or in any statement of fact which may be required pursuant to section 308;

"(2) because of conditions coming to the attention of the Commission which would warrant it in refusing to grant a license or permit on an original application;

"(3) for willful or repeated failure to operate substantially as set forth in the license;

"(4) for willful or repeated violation of, or willful or repeated failure to observe, any provision of this Act or any rule or regulation of the Commission authorized by this Act or by a treaty ratified by the United States;

"(5) because the licensee or permittee (or any person controlling, controlled by, or under common control with, such licensee or permittee) has engaged in a course of conduct designed to persuade, induce, or coerce any other licensee or permittee (A) to violate or fail to observe any of the provisions of this Act or any rule or regulation of the Commission, or (B) to engage in any course of conduct which, under any rule or regulation of the Commission, would warrant the Commission in refusing to grant a license or permit to such other licensee or permittee;

"(6) for violation of or failure to observe any cease and desist order issued by the Commission under this section.

"(b) Where any person (1) has failed to operate substantially as set forth in a license, or (2) has violated or has failed to observe any of the provisions of this Act or (3) has violated or failed to observe any rule or regulation of the Commission authorized by this Act or by a treaty ratified by the United States, the Commission may order such person to cease and desist from such action.

"(c) Before revoking or suspending a license or revoking a permit pursuant to subsection (a), or issuing a cease and desist order pursuant to subsection (b), the Commission shall serve upon the licensee, permittee, or person involved an order to show cause why an order of revocation or suspension or a cease and desist order should not be issued. Any such order to show cause shall contain a statement of the matters with respect to which the Commission is inquring and shall call upon said licensee, permittee, or person to appear before the Commission at a time and place stated in the order, but in no event less than thirty days after the receipt of such order, and give evidence upon the matter specified therein; except that where safety of life or property is involved, the Commission may provide in the order for a shorter period. If after hearing, or a waiver thereof, the Commission determines that an order of revocation or suspension or a cease and desist order should issue, it shall issue such order, which shall include a statement of the findings of the Commission and the grounds and reasons therefor and specify the effective date of the order, and shall cause the same to be served on said licensee, permittee, or person.

"(d) In any case where the Commission is authorized pursuant to this section to suspend or revoke a license, or to revoke a permit, or to issue a cease and desist order, the Commission, after the hearing required by subsection (c), or waiver thereof, in lieu of revoking or suspending a license, or revoking a permit, or issuing a cease and desist order, or in addition to issuing a cease and desist order, may order the licensee or permittee to forfeit to the United States the sum of $500 for each day during which the Commission finds that any offense set forth in the order to show cause issued pursuant to subsection (c) occurred, or such lesser sum as the Commission may find appropriate in the light of all the facts and circumstances of the particular case. Any forfeiture ordered by the Commission under this subsection shall be paid by such permittee or licensee to the Treasury of the United States within thirty days after the order of the Commission becomes final, and, if not so paid, the license or permit shall be deemed revoked and shall be surrendered forthwith unless within such time the licensee shall file a suit in accordance with the provisions of section 402 (a) hereof to enjoin or set aside the order of the Commission. If the order is sustained, the forfeiture, together with interest thereon, shall be paid into the Treasury of the United States within thirty days after the order of the court becomes final, and, if not so paid, the license or permit shall be deemed revoked, and shall be surrendered forthwith.

"(d) Any station license hereafter granted under the provisions of this Act, or the construction permit required hereby and hereafter issued, may be modified by the Commission either for a limited time or for the duration of the term thereof, if in the judgment of the Commission such action will promote the public interest, convenience, and necessity, or the provisions of this Act or of any treaty ratified by the United States will be more fully complied with: *Provided, however*, That no such order of modification shall become final until the holder of such outstanding license or permit shall have been notified in writing of the proposed action and the grounds or reasons therefor and shall have been given reasonable opportunity to show cause why such an order of modification should not issue."

SEC. 202. Section 315 of the Communications Act of 1934, as amended, is hereby amended to read as follows:

"POLITICAL BROADCASTS

"SEC. 315. (a) If any licensee—

"(1) shall permit any person who is a legally qualified candidate for any public office in a primary, general, or other election to use a broadcasting station in furtherance of his candidacy, he shall afford equal opportunities in the use of such broadcasting station to each of the other legally qualified candidates for that office or to a person or persons designated by each such other candidate;

"(2) shall permit any person to use a broadcasting station in support of a legally qualified candidate for any such office, he shall afford equal opportunities in the use of such broadcasting station to each of the other legally qualified candidates for that office or to a person or persons designated by each such other candidate;

"(3) shall permit any person or persons to use a broadcasting station in opposition to a legally qualified candidate for any such office, he shall afford equal opportunities in the use of such broadcasting station to the candidate so opposed, or to a person or persons designated by the candidate so opposed;

"(4) shall permit use of a broadcasting station in support of or in opposition to a public question to be voted upon in any referendum, initiative, recall, or any other form of public election, he shall afford equal opportunities in the use of such broadcasting station for the presentation of opposite views on such public question.

"(b) The licensee shall have no power to censor, alter, or in any manner affect or control the material broadcast by any person whom he permits to use his station in any of the cases enumerated in subsection (a), or who uses such station by reason of any requirement specified in such subsection; and such licensee shall not be liable in any civil or criminal action, in any local, State, or Federal court because of any material in such a broadcast, except material personally uttered by the licensee or by any person under his control.

"(c) The Commission shall make rules and regulations to carry out the provisions of this section.

"(d) Except to the extent expressly provided in subsection (a), nothing in this section shall impose upon any licensee any obligation to allow the use of his broadcasting station by any person."

CBS REPORT

Stanton Reviews Progress

IN A LETTER sent last week to advertisers, agencies and stations, Frank Stanton, CBS president, said CBS in 1949 became the "unquestioned leader in network radio."

Summarizing progress made by CBS in both radio and television operations, Mr. Stanton claimed CBS radio had the largest average audience four nights of every seven and, omitting the 20 most popular programs in Nielsen reports, had an average audience 12% bigger than that of any other network.

The Nielsen Radio Index shows CBS has 14 of the top 29 evening programs.

Mr. Stanton said CBS affiliated stations had a bigger share of listening than those of any other network—33.7%—in Nielsen's October 1949 report on "Share of Total Minutes of Listening to Each Network Station Group."

In television, CBS has a sponsored evening Telepulse average of 22.2 or 11% higher than that of the second network, he said.

In 1949 CBS-TV network advertisers increased from seven to 30, he said, and CBS-TV network time sales in 1949 were 20 times bigger than those of 1948.

Mr. Stanton said that "only CBS is bringing advertisers bigger values—in both radio and television—than it did a year ago."

"Columbia's position of leadership," he said, "is not an impression created by promotion or publicity, but is a solid fact rooted in cold arithmetic."

We don't sell *"time"!*
We USE time to increase your sales and profits.
WGRD Grand Rapids, Michigan

SERVICE
Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

Radio's Audience

(Continued from page 19)

650,000 ballots in March and April, getting back about 55% of usable returns. Tabulations began June 1, transferring the information from the ballots to some 5.5 million IBM punch cards. The completed reports will go out this week to all station subscribers, each receiving the details on its own coverage. Copies of these station reports also will be sent to members of the Assn. of National Advertisers and the American Assn. of Advertising Agencies requesting them.

Chief difference between the first and second surveys is that the 1946 study asked what stations the respondent listened to at least once a week, day and night. The 1949 ballot asked what stations were listened to six or seven days (or nights) weekly, what ones were heard three to five days weekly, and which were listened to one or two days a week.

New Information Added

This new "composition of audience" information was added to the study with the expectation it would refine the BMB measurement of station audience to provide a more efficient tool for the buying and selling of time. It also was expected to eliminate many of the complaints that followed the release of the first study reports.

Three years ago BMB followed publication of the individual station reports with an area report book giving details of day and night audience for each subscriber station serving every county and major city in the country. The relatively small proportion of station subscribers to the second BMB study would make an area report for the second study of little value unless non-subscriber data were also included. For this reason and because of the expense entailed, it is doubtful that such a report will be issued this time.

BMB Undecided

Future of BMB, following completion of the current study, is still unresolved. The ANA and AAAA, as well as many individual advertisers and agencies, have wholeheartedly endorsed the BMB type of audience measurement and urged that it be continued. But the broadcasters as a group seem unwilling to assume responsibility for its upkeep beyond the current study. Proposals that BMB be reorganized as a stock company along the lines of BMI have aroused only mild interest. Perhaps next week's NAB board meeting will produce a more likely-looking formula for keeping BMB alive.

NAME MULLEN

For Radio Pioneers Head

FRANK E. MULLEN, chairman of the board of Jerry Fairbanks Inc., film producer, and formerly NBC executive vice president, has been nominated president of the Radio Pioneers, to succeed William S. Hedges, NBC, whose term expires April 4.

Mr. Mullen

O. H. Caldwell, who served during the past year as vice president and treasurer, was nominated first vice president. Others nominated: Arthur Church, KMBC Kansas City, Mo., 2d vice president; Paul W. Morency, WTIC Hartford, vice president and secretary; Carl Haverlin, president of BMI, vice president and treasurer; J. R. Poppele, WOR New York, vice president, and Martin Campbell, WFAA Dallas, vice president.

Gray Eyes UNC Post

SECRETARY of the Army Gordon Gray, owner of WSJS Winston-Salem and WMIT (FM) Charlotte, N. C., and publisher of the *Winston-Salem Journal* and *Sentinel*, has indicated his willingness to be considered for the presidency of the U. of North Carolina, his alma mater, it was reported last week. Gov. Kerr Scott stated the nominating committee has suggested Mr. Gray for the post to the executive committee of the university's board of trustees.

Elbrock Joins Mogul

RAE ELBROCK, formerly radio timebuyer for the Bruck Agency, New York, has joined Emil Mogul Co., New York, as radio and television timebuyer.

EVICTION SUIT

WILM Asks Injunction Against WDEL

WILM Wilmington, Del., and the Delaware Broadcasting Co. have petitioned a city court to enjoin WDEL Wilmington from evicting it from a transmitter site owned by the latter and used by both stations. WDEL operates on 1150 kc with 5 kw, WILM on 1450 kc with 250 w.

The suit, which seeks preliminary and permanent injunctions against eviction, also seeks to enjoin sale of the site or equipment by WDEL to anyone without due notice to WILM. WDEL had served notice on Ewing B. Hawkins, president and general manager of the WILM licensee firm, to vacate by Jan. 31 (tomorrow).

WILM's suit claims the eviction, if it materializes, would virtually force it "out of business" or compel the Delaware Broadcasting Co. to lease or buy the transmitter site at an "exorbitant" price, which it described as an "attempted forfeiture" which would lead to "irreparable damage."

The court was asked to order WDEL to give WILM notice ranging from three months to a year, at least, before the latter's use of the transmitter site and equipment can be terminated.

Both stations have been occupying the same transmitter site on E. 35th St. off Governor Printz Blvd. WILM uses one tower, while WDEL utilizes all four. The suit alleges that when WILM was sold in 1944 to Alfred G. Hill, former stockholder in Delaware Broadcasting Co., an agreement to share the transmitter site and towers stipulated termination only after 30 days' notice on the part of WILM or a year on the part of WDEL, of which Clair R. McCollough is vice president and general manager.

After negotiations failed in December 1949 for purchase of the WDEL transmitter site, according to the suit, WDEL served notice WILM could continue operating there if it paid a monthly rental fee of $1,000, which the plaintiffs charged was "exorbitant and unreasonable."

No Rent

The original agreement provided that WILM would not have to pay rent to WDEL and that, in fact, no rent has ever "been demanded by the defendant corporation," the suit alleges.

In the summer of 1948, Mr. Hill and other stockholders of Delaware Broadcasting Co. sold their interests to the Hawkins Broadcasting Co. and Mr. Hawkins, co-plaintiffs in the suit. James H. Steinman and John F. Steinman, original WILM owners and now majority stock owners in WDEL Inc., were named as co-defendants in the suit. The Steinmans had to dispose of WILM in accordance with FCC's ruling against multiple station ownership.

KFIO SALE

Louis Wasmer To Pay $30,000

RE-ENTRY of Louis Wasmer into Spokane, Wash., station operation was reported proposed last week with announcement he has purchased KFIO Spokane for $30,000 subject to FCC approval. Transfer papers were to be filed Friday.

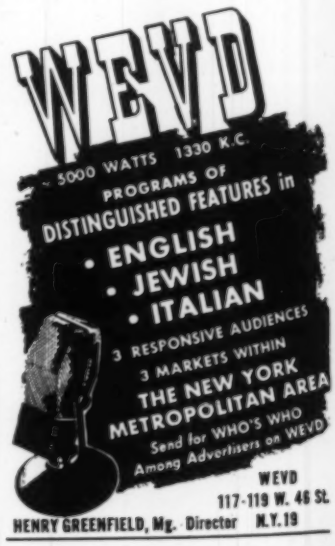
Mr. Wasmer, who sold KGA Spokane (1510 kc, 50 kw) for $425,000 last summer to Gonzaga U. [BROADCASTING, Aug. 29, 1949], acquired KFIO from its sole owner, Arthur L. Smith, who told FCC he wished to retire because of poor health. KFIO, independent outlet on 1230 kc with 250 w, has operated in Spokane since 1922 and has been under Mr. Smith's ownership since 1929. Mr. Smith will cancel notes totaling some $6,000 which he holds against Spokane Broadcasting Corp., KFIO licensee, if the sale to Mr. Wasmer is approved.

Mr. Wasmer holds 40% interest in KOL Seattle and 22% in KXXL Missoula, Mont. He also is applicant for 1 kw fulltime on 960 kc at Pasco, Wash., which bid has been designated for competitive hearing with request of Cascade Broadcasting Co. Inc. for same assignment at Richland, Wash.

FBI Network

A SPECIAL emergency radio communications system is maintained by the Federal Bureau of Investigation to link its field offices in all parts of the U. S. in event normal communications are broken by war, sabotage, floods, or other forces. FBI Director J. Edgar Hoover, who revealed the existence of the FBI network in Congressional testimony released last week, said it is independent of commercial media of communications and also is independent of radio and ground communications networks of the armed forces.

COMING—
THE GREATEST ADVANCEMENT IN FIVE KILOWATT TRANSMITTERS SINCE THE AIRCOOLED TUBE.
GATES
SEE FEB. 13 BROADCASTING



Mitch's Pitch

(Continued from page 24)

details on the extent of the attention paid radio by American listeners.

Radio's penetration is deepest. Radio offers figures, again produced by an established, continuing industry source, to document this fact. BMB data—produced by the joint efforts of broadcasters, agencies and advertisers alike—show 83,000,000 radios in 39,280,000 American homes—or 94.2% of *all* American homes.

Newspapers, with a 1% circulation increase in 1949 over 1948, show a total aggregate daily net paid circulation of over 52,000,000. That this penetration is much shallower than radio's is borne out by examination of the facts in individual cities, as well as by the obvious 30,000,000 differential between sets and newspapers.

In one major eastern city, 25% of the total population, when asked by the newspapers, reported that they saw no newspapers at all.

Magazines can be dismissed as having only splinter circulation. As even the Bureau of Advertising of ANPA has pointed out, the eight great circulation leaders among American magazines can deliver a combined audience of only 24,000,000 homes. And even if an advertiser bought all 45 of the top magazines, he'd be missing 17.5% of the homes—homes that get no magazines at all.

NBC's Promotion

This comparison of the penetration of major media will prove out in practically any market you select. Note the way NBC nails the point home in its promotion for two areas in which it operates stations:

New York Area

Radio—total WNBC audience—daytime (BMB—1946)	3,077,190
Magazines—total circulation in area (nation's largest magazine)	1,301,673
Newspapers — total circulation in area (New York's largest newspaper)	2,320,466

Washington, D. C. Area

Radio—total WRC audience—daytime (BMB—1949)	316,580
Magazines—total circulation in area (nation's largest magazine)	156,421
Newspapers — total circulation in area (Washington's largest newspaper)	245,216

This difference in radio's penetration as compared with other major media becomes even more pronounced in less urban areas, where newspaper circulation thins out quickly outside of the city zone, and where individual magazine circulations are negligible factors in covering the whole market.

Circulation measurements are more than a definition of the size of an advertising medium. A manufacturer, for example, should look at circulation figures to prove to himself that he is spending advertising dollars for impressions made *where his products are sold*—not just in the areas where the newspaper or magazine is sold. Will his advertising work for all his dealers, for all his company salesmen? Radio will pass this and other tests with a far higher score than printed media.

Retailers, too, are becoming increasingly disturbed by the failure of *local* newspapers to follow the spreading outlines of their trading areas. Newspaper space costs zoom astonishingly when it becomes necessary to buttress the local paper's coverage by buying a flock of community papers in outlying areas. Big city retailers in particular are turning to radio in increasing numbers to solve this problem.

Fallacy About Cost

The very "bigness" of the radio coverage picture—and it keeps growing all the time—makes some advertisers feel that radio must be an expensive medium. Yet, despite its high impact and deep penetration, radio is the least expensive of all major media.

Radio costs less. It costs less no matter how you figure it, but if you toss aside the concept of cost that printed media have been peddling for these many years, and measure the actual cost of the goods delivered to the buyer, then the cost picture in favor of radio is astounding. When the advertiser begins to measure what he is really buying—impressions—then radio's genuine economy becomes dramatically apparent.

Here is one of dozens of illustrations that might be worked out to demonstrate radio's low cost as compared with other major media. Let's take St. Louis, as a large, fairly typical, centrally-located market. A leading St. Louis radio station is reported by BMB (1946) as reaching 616,080 radio homes in the 77 Illinois and Missouri counties comprising the St. Louis area. Using this as a base, how does *Life* magazine—the nation's largest—compare? Its circulation in these same 77 counties is 59,053. Radio (one station) reaches 10 St. Louis homes to every *Life* copy sold.

Projection Used

But *Life* claims a total "audience" far greater than its circulation. It uses a 5.1 multiplier to produce its total readership. Let's project *Life's* 59,053 copies into "audience." Result: 301,170 readers. How about the radio audience? Using the normally-accepted figure of 2.9 persons per family, radio reaches a total of 1,786,632 people in this same area. In terms of people reached in this area, one radio station outreaches *Life*, six to one.

Now how does a newspaper advertiser fare in St. Louis? His space bill for a 525 line advertisment in a leading St. Louis newspaper would total $315, for which he could expect 54,209 readers to his advertisement. Cost per thousand—$5.83. A little more spent in radio—$337.50 on a leading station, to be exact—would bring him 470,771 listening impressions. Cost per thousand impressions: 72¢.

Omitted from these formulae

HARRY BANNISTER (l), general manager of WWJ-AM-FM-TV Detroit, accepts an Outstanding Achievement Award from Detroit Police Commissioner Harry S. Toy. The award cited Mr. Bannister for "excellent and valuable cooperation in the promotion of personal and traffic safety programs during 1949."

are the costs of preparing the advertising itself. Some day radio's selling force will sit down with advertisers and persuade them to compare the soaring costs of simply preparing printed advertising with that of getting radio advertising on the air.

Wasted Dollars

In the nation's dry goods emporiums alone, literally millions of dollars charged against advertising are frittered away on specialized help in the preparation of copy that is read far more lightly than most graphic advertising experts dare to dream. The same facts apply to other local advertisers and equally well to the regional, the national spot, and the truly national advertiser.

Results. Every medium has its catalogue of astonishing result stories. The fact that all media men make such a fuss over good results is a pretty good indication of their concern with the possibility that there will be no results. This fear rarely stems from a lack of confidence in the medium; rather, it arises from a lack of confidence in their ability to use the medium correctly.

Newspapers have been selling advertising in this country for 245 years—magazines even longer. Yet neither are known for their contribution to the techniques of successful advertising. It's a fact that printed media men leave this function to the agency, the advertiser's own staff, the mat or "idea" service.

Merely an Instrument

They are content (and this only at the local level) to translate the advertiser's message into the tired, long-used stereotyped type forms characteristic of their media. Beyond this, the printed media go only as far as offering—at a premium price—to deliver a clumsy association between editorial matter and advertising known as "position." When an advertiser has paid an additional 25% for the privilege of placing his soap advertisement on the woman's page, he has squeezed the last ounce of technique available to him from the newspaper end of his contract.

When you compare this to radio, where the advertiser assumes that the selection of position, time, audience composition, editorial content, mood, and a dozen other factors is a natural part of his service from the medium, you begin to see why radio and results are terms in common. The advertiser who prefaces his advertising contract with considerations like these is drawing upon a vast store of techniques *created by broadcasters with the improvement of their art in mind.* He is thinking about results, trying to control or dictate results. And he gets results.

It is common practice for advertisers, local and national, to depend upon radio and only radio for the selection of those factors that can best produce results for them. That is why radio is *sold*, much in the manner of a custom-tailored suit fitted to the individual buyer, while printed media are *bought*.

"What are your availabilities?" is a question peculiar to radio. In what other medium does the buyer preface his purchase with a question inviting basic advice on how best to place his advertising? It doesn't do to reply that others work regardless of where or how they're used. They don't.

Radio results follow the basic media rule: They increase in direct proportion to the effectiveness with which the medium is used. Possessed of an overwhelming advantage over other major media in every department, radio has not failed to produce staggering results wherever it has been used properly.

ACME
IN SOUND REPRODUCTION
★
THE NEW LANG-WORTH TRANSCRIPTION
★
LANG-WORTH
FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

When Mr. Star

(Continued from page 23)

nated, inviting the city's V. I. P. top-layer. Through this, we secured still wider publicity and build up.

Point number six: Jack Benny, John Tackeberry, Hilliard Marks, Phil Harris, Artie Auerbach and the entire cast of our now-regional show, put as much time and effort into the writing, rehearsing and producing of the program as though it were a TC origination. When the show hit the air, it was network calibre, the kind of program the several million listeners in Texas expect to hear from a man named Benny. This is probably the most important point of all.

Most of the stars who come our way should have stayed home in the first place, as far as helping themselves, their shows and their sponsors are concerned. Nothing will lose ratings faster for a performer than to hit a town and disappoint the local and regional listeners with a careless, loose, dull show. I have seen Hoopers fall after appearances by stars in local markets. Jack Benny is due for a rise in Texas.

Point number seven: Too few stars realize that the affiliate station which carries their program is composed of people. If these people are well-disposed toward them, their programs surely have a better chance than if they aren't. The Benny troupe made friends of every one on the staff. I have seen other stars convert former friends into detractors. Even though we are local radio people, we are human and have our weaknesses.

In a Nutshell

Here, then, is the net result of the Benny visit to Houston from the affiliate-station personnel standpoint. Our promotion people, when they allocate spot announcements, newspaper ads and stories promoting our shows will hit the Benny show more often than they did. Our commercial and public-service departments will somehow find ways to keep demands for time by politics and other events away from the Benny show time.

(I know of one specific case where a so-called star appeared in a city where he antagonized the staff of a station. It was odd, during the next political campaign, how many candidates demanded and got the time at which that star's show should have been broadcast. He never recovered his ratings in that market.)

Our engineers will remember the pats on the back, instead of the usual carping and complaining and will ride the show, each week, more carefully than any other on the schedule. Our merchandising man will go a little further helping to sell Benny's sponsor's products in our market. And so on down the line.

Finally, comes the question: Is it wise for network stars to make appearances in local markets? As a gray-beard of local radio who has handled these people and seen the tangible results over a period of years I'd say that the best insurance a radio-star can have for lasting popularity and high ratings is to get out and around the country, especially for charity purposes as Jack Benny does. The top names, Hope, Crosby, Benny, seem always on the move. They go where the people are, the people who are called for ratings and who buy the products they advertise.

For a concrete example of appearance-importance, look at the life span of the *Dr. I. Q.* show against the hundreds of other static quiz-shows which have come and gone. There is nothing a listener likes more than to have his star visit his town.

But, and this is a very big but, these appearances can do more harm than good if not handled properly. Everyone can't be a Jack Benny or a Phil Harris, with their charm, modesty and ability. But every network "name" can work carefully to make his appearance smooth and successful. Instead of taking in laundry to supplement his income, Jack Benny might well give a course of instruction to radio celebrities on how to get along with the public on tours.

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA-WEEK • DECEMBER 11-17, 1949 • NIELSEN-RATING†

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK					
1	1	Lux Radio Theatre (CBS)	10,802	27.5	+3.8
2	2	Jack Benny (CBS)	8,720	22.2	—0.6
3	3	Godfrey's Talent Scouts (CBS)	8,328	21.2	+0.9
4	5	My Friend Irma (CBS)	8,092	20.6	+2.5
5	4	Amos 'n' Andy (CBS)	7,974	20.3	+1.3
6	6	Charlie McCarthy (CBS)	7,895	20.1	+2.6
7	7	Fibber McGee & Molly (NBC)	7,031	17.9	+1.3
8	22	Red Skelton (CBS)	6,953	17.7	+3.8
9	8	Walter Winchell (ABC)	6,913	17.6	+1.1
10	13	Bob Hope (NBC)	6,521	16.6	+0.9
11	12	Fanny Brice—Baby Snooks (NBC)	6,442	16.4	+0.4
12	20	Inner Sanctum (CBS)	6,285	16.0	+1.8
13	32	Great Gildersleeve (NBC)	6,246	15.9	+3.1
14	23	Bob Hawk (CBS)	6,167	15.7	+1.8
15	16	Judy Canova (NBC)	6,128	15.6	+0.8
16	26	Horace Heidt (CBS)	6,089	15.5	+2.0
17	15	Dennis Day (NBC)	5,892	15.0	+0.1
18	19	Mystery Theatre (CBS)	5,853	14.9	+0.4
19	52	Your Hit Parade (NBC)	5,774	14.7	+3.5
20	9	Mr. Keen (CBS)	5,696	14.5	—1.6

Copyright 1949, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
(†) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

K & E EXPANDS

Adds to S. F. Staff

JOHN WILEY, manager of the newly expanded office of Kenyon & Eckhardt Inc., San Francisco, last week announced initial additions to his staff.

New staff members include: Dick Hovis, formerly freelance artist, art director; Patrick Warfield, formerly with Donahue & Co., New York, copy chief; Ralph Grady, formerly with Brisacher, Wheeler & Staff, production manager, and Beatrice Baker, formerly with J. Walter Thompson Co., San Francisco, media assistant. Virginia Stone continues as office manager. William B. Lewis, vice president and general executive, and Davis C. Stewart, secretary, are in San Francisco to assist Mr. Wiley in the expansion program.

MORE than one first class letter in every 1,612 which arrives at the Chicago post office goes to WLS, that city, station reports. Postal survey showed total of 1949 incoming letters to be 1,759,461,287. WLS' share was 1,092,039.

OHIO AD MEET

Radio-TV Seminar Set

THEME of the Ohio State Advertising and Sales Promotion Conference on Feb. 23-24, which will feature a television-radio seminar on the first day, is "How to Make Advertising More Effective." It will be held at Ohio State U. in Columbus.

The TV-radio session will consider the position of the media in present day advertising from the viewpoint of the advertisers. Also discussed will be use of research techniques, audience reactions and other related problems.

Overall conference will study the following topics: The advertising budget, public relations, analysis and selection of advertising media, how to choose the right advertising appeal, application of research to today's advertising problems, packaging, point of purchase promotion and industrial advertising.

On the second day, clinics will be held at the work-shop level on both industrial and newspaper advertising and advertising management. A joint session that night with the Columbus Advertising Club will close the conference.

For the meetings the university has the cooperation and co-sponsorship of all advertising clubs in Ohio, industrial advertising chapters, local agencies, printing associations and the Ohio Assn. of Broadcasters. Dr. Kenneth Dameron, professor of business organization at Ohio State, is general conference chairman.

950 KC CASE

WHOM Asks Intervention

WHOM New York, which claims to air more foreign language programs than any other station in the area, last week petitioned FCC for leave to intervene in the Feb. 6 oral argument on the Boston 950 kc case. The initial decision in this proceeding criticizes the value of foreign language broadcasts.

Issued by Hearing Examiner Hugh B. Hutchison, the initial ruling proposes to grant the 5 kw day, 950 kc assignment of the now-defunct WORL Boston to Pilgrim Broadcasting Co. and to deny the competitive bids of five other groups [BROADCASTING, Nov. 7, 1949]. The foreign-language proposal of one of the latter applicants drew the comment of the examiner that such programs tend to prevent assimilation of minor groups into the national unity.

WHOM told the Commission such broadcasting is in the public interest and that the potential foreign language audience in the U. S. is between 15 million and 20 million. The station said "large numbers" of these people "depend almost exclusively on foreign language broadcasting for information, education and entertainment" and that these minorities have equal right with others for access to media of communication.

WANT THE FACTS IN CINCINNATI?

•

➤ *See Centerspread This Issue* ➤

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

NAB Board Headaches

(Continued from page 22)

12½% discount as well as boosting of dues in some brackets may be necessary if 1950 income is to be brought above $700,000.

One suggestion proposes to increase minimum (Class A) dues from $7.50 to perhaps $15, Class B from $15 to $20 or $25 and so on through the low-income brackets.

Proposals for membership drives have come up at every board meeting held in the past year. Fees of several high-income stations that resigned last year have by no means been offset by large numbers of small-station members who entered the fold.

Some weak spots exist with only one of about 10 stations belonging to NAB in the case of at least two cities.

BAB Budget

With BAB riding on a wave of membership popularity, the proposal to give it a budget of at least $200,000 a year will be carefully considered. This will be perhaps $75,000 above the current annual budget level. The divisional operation at NAB headquarters also will require a substantial budget.

Last November the board did not consider the division functions at any length. Some director feeling on the subject cropped up at the January tri-committee meeting, resulting in a compromise suggestion that the Radio and Television Divisions be reduced to departmental level.

Attending the meeting of the Finance Committee last Monday and Tuesday were John F. Meagher, KYSM Mankato, Minn., chairman; Harold E. Fellows, WEEI Boston, and Clyde W. Rembert, KRLD Dallas. William B. Quarton, WMT Cedar Rapids, and Harry R. Spence, KXRO Aberdeen, Wash., did not attend.

At the brief Monday meeting of the Structure Committee were Clair R. McCollough, WGAL Lancaster, Pa.; Campbell Arnoux, WTAR Norfolk, Va.; Everett L. Dillard, KOZY Kansas City; Paul W. Morency, WTIC Hartford; Mr. Meagher. Henry W. Slavick, WMC Memphis, did not attend.

Mr. Weil's letter to Judge Miller, after pointing out that WOV will remain an NAB member for the time being, lists several favorable signs in the NAB operation. These include creation of the Unaffiliated Stations Committee and its functioning under Ted Cott, WNEW New York; action taken in customs regulations covering imported news tape, and high price of tape itself. Perhaps "a new era of realism" had come, he felt.

Then Mr. Weil went to work on some of the things that weren't so pleasing. First he attacked "what would seem to be a thoughtless attitude on the part of NAB executives toward the matter of expenses," citing the advertising slogan, "Spend every dollar of the client's money as if it were your own."

Carrying the economy theme further, Mr. Weil criticized holding of board meetings in "remote resort spots" instead of centrally located cities. "I have heard that in the case of the Phoenix meeting," he wrote, "there was opposition to the choice of that city because of the estimated cost of $5,000 for travel expenses of NAB department heads."

The economy motif was applied to BAB by Mr. Weil. He referred particularly to "big printing bills" for two-color cards used in the co-op file sent to member stations.

Getting personal without mentioning names, Mr. Weil observed that "some NAB personnel tend to take a cavalier attitude toward broadcasting problems of which they happen to know little. This business of broadcasting is a highly complex and varied one, and it should be the point of view of the NAB experts that not even they can know everything."

NAB Blamed

Mr. Weil blamed NAB in part for some of the problems now facing the industry. "There isn't any question that a whole series of difficult problems beset our industry today," he wrote, "but it seems to me that a lot of these problems stem directly from the ineffectuality that exists within the NAB itself. I would like to see an end to the internal bickering and jockeying for position which appear to afflict the NAB, and instead of this, an atmosphere of unity and cooperation.

"However, I do not feel at the present time that by leaving the NAB WOV would help correct these conditions. There is no doubt that the industry needs a strong, unified trade organization. Should the time come when we think that the NAB is beyond hope as the organization the industry needs, we will pull out. But that time is not yet."

Another New York independent, WNEW, had resigned from NAB in mid-January because it felt it could spend its annual $7,000 fee more constructively on new programming. The resignation is effective Feb. 28.

Prudential Drops

PRUDENTIAL INSURANCE Co. will drop sponsorship of *Family Hour of Stars*, Sunday 6-6:30 p.m., on CBS Feb. 25. Company is planning to save some money by the cancellation move but is expected to return to network radio in the fall. The insurance firm will be handled starting in May by the newly established agency, Carlock, McClinton & Smith, New York [BROADCASTING, Jan. 23]. Benton & Bowles, New York, has been servicing the account.

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

FM DRIVE

Carolina Broadcasters Promote Increased Sales

A GROUP of FM broadcasters are beginning an all-out drive to sell FM to listeners in an attempt to push the medium to the fore in the Carolinas. This Wednesday (Feb. 1) a three-month promotion campaign, enlisting broadcasters' and set dealers' support, gets underway.

If the drive, sponsored by the North Carolina FM Assn., proves successful, Ray A. Furr, WIST (FM) Charlotte, chairman of the FM promotion committee, says a follow up program for the summer will be forwarded. Mr. Furr has petitioned all FM broadcasters in both North and South Carolina to join in the campaign. Other members of the committee are J. Frank Jarman, WDNC-FM Durham, and E. Z. Jones, WBBB-FM Burlington.

Plans for the drive were formulated Dec. 3 at a Pinehurst, N. C., meeting by some 40 FM owners and operators. Mr. Furr told the broadcasters that while some "inadequacies" may be in the proposed program, "it does represent, at least, an effort to protect an investment of several million dollars in Carolina FM facilities."

The FM campaigners have set a 10 point program. Zenith already has offered preparation of several thousand folders with space for local stations to put call letter imprints plus programming highlights, frequencies, etc., which will be distributed by dealers, Mr. Furr said.

Promotion Asked

Every station has been asked to use 20 spots per week for FM promotion, using discs supplied by the association. FM radio distributors were urged to make awards to dealers in their areas who show the largest percentage of increase in FM set orders during the campaign as compared with any three-month period last year. A $50 prize to the Carolina station whose FM promotion is judged the best will be presented by the association.

In addition, each station has been requested to hold a community FM clinic, cooperating with other willing FM outlets in the same community, and have a salesman contact every FM dealer in the area. The governors of North and South Carolina will be asked to proclaim February as "FM Month," with local stations securing similar proclamations for their communities from their mayors.

Beginning Jan. 21, Mr. Furr says, a progress bulletin is being sent to all participating stations once each week for the three months.

ARKANSAS GROUP

Annual Session Is Feb. 10

THE ARKANSAS Broadcasters Assn., comprised of 24 member stations, will hold its annual meeting on Feb. 10 at the Hotel Marion in Little Rock.

Ed Zimmerman, manager of KARK Little Rock, is president of the association; Sam Anderson, manager of KFFA Helena, is vice president, and Ted Rand, general manager of KDRS Paragould is secretary-treasurer.

Joins Pearson Agency

EDWARD H. PEARSON, formerly vice president of J. M. Hickerson Inc., New York, has joined the staff of Pearson Advertising Agency Inc., New York, as an account executive. Mr. Pearson is no relation of the head of the Pearson agency.

Daughter to Nelsons

MRS. ELLA NELSON, secretary to C. E. Arney Jr., NAB secretary-treasurer, is the mother of a girl weighing 6 pounds 1 ounce, born last Monday at Garfield Hospital, Washington. Mrs. Nelson left the hospital Friday for her home at 3220 Connecticut Ave., N.W., Washington. The child has been named Sandra Lee. It is her first child.

WDYX—FM
12,000 WATTS
DUPLICATION
—WORD—
OF
SPARTANBURG
ABC
SERVING THE
HEART OF THE
PIEDMONT
CAROLINAS

Jones Hits NAB

(Continued from page 22)

is no connotation in this hearing that the Commission is forcing an assembly-line production of anything, and can't be because the Communications Act does not comprehend regulation of receiving sets. There is, however, a consideration of free competition between husky black-and-white and infant color. I have never thought of you or the NAB as being on the side of those who would urge Commission rules that would eliminate this or any other kind of competition.

In the present hearing record and the issue before us there is nobody tacitly or specifically urging that the Commission assume jurisdiction over receiver production. On the other hand the industry again is implicitly trying to get a decision which will freeze television in black-and-white until they have exhausted the market. Such a decision, which industry seeks and it appears you would favor, might well inject us into the Stalin type of regulation of receiver sets which both you and I condemn.

It seems fair to assume from the press reports of your speech in Iowa, wherein you stated that color is five years away, that you have aligned yourself with those who wish to preserve an exclusive black-and-white receiver market. I feel, therefore, that you have joined forces with those who wish to lick color with nothing. If for any reason I am wrong, may I suggest to you as a leader of industry—industry which so far as I know has refused to build receivers to field test the color systems proposed in these hearings—that you might well call on industry to set schedules that it can meet to furnish the answers to the questions they themselves have raised about color. When may I hear from you about your efforts in the matter, which I am sure would help bring color to the public in the manner you propose? That would be a real demonstration of good faith to the Commission and the public.

May I suggest to you that color was a very, very small part of my speech. It was only intended to show one block of the blueprint which industry has used to develop radio—a blueprint which has served the congested areas with multiple service and the sparsely settled areas with little or no service. I have always thought of the NAB as representing the little broadcasters and little members of the industry as well as the big and powerful ones. I was therefore shocked to have in black and white from you some confirmation of the accusations that have been made by small broadcasters about the NAB that the NAB speaks for the power segments of the industry. Your letter is therefore more significant by what it did not say in behalf of the small communities and the small broadcasters.

FREQUENCY USE

U. S. Must Coordinate, Says Webster

IF THE U. S. is to meet adequately its responsibilities in the "telecommunications world of the future," the nation must first generate an "aggressive, unified drive toward maximizing efficient use of our frequency resources." This was asserted last Wednesday by FCC Comr. E. M. Webster speaking before the New York Chapter of the Armed Forces Communications Assn. at a dinner meeting held at New York's Fraunces Tavern.

Comr. Webster explained that in order to get better use out of our limited national frequency resources, a framework or structure will have to be established to coordinate the efforts of all frequency users. This need for "cleaning house at home" before attempting to help or influence other nations was given as the keynote to successful international communications negotiations in the future.

Now Competitors

He pointed out that since the end of the war all nations have become competitors for frequencies. In the past, Comr. Webster said, nations were not competitors and had only to work out assignments to eliminate electrical interference situations, which made such conferences examples of harmonious international cooperation. Today's meetings must consider economic, social and political problems over and above the purely technical matters, he said.

A major policy decision must be made whether "we as a nation want to seek as many individual frequencies as possible without a plan which sets forth priority of use," Comr. Webster said, or whether "we want to plan our frequency needs in terms of the actual volume of radiocommunication that will best serve the United States requirements without resorting to 'grab bag' tactics which overly inflate our requirements." Until such a decision, he said, "we must rely on voluntary cooperation among all users to protect the best interests of the nation."

In addition, he emphasized, new national policies will have to be found regarding certain specific aspects of communication. Some of the problems demanding policy answers were cited as follows:

1. Shall the government operate communications systems for the purpose of carrying its own communications? 2. Shall the military agencies operate communications systems in peacetime which can be expanded to meet their needs in wartime? 3. Shall the military agencies look to the commercial communications systems for their basic communications needs in wartime?

4. Can we find a method to finance VHF (line of sight) throughout the American hemisphere and in Europe so as to release high frequencies (long distance) for vital communications services? 5. Can we find a method to finance a "stratovision" relay system for the relay of general communications over the North Atlantic so as to relieve the strain of existing high frequency radio circuits? 6. Shall we have competitive private overseas communications systems or shall we have a regulated monopoly?

REDS' GAMES

WCPO-AM-TV 5-Year Pact

EXCLUSIVE radio and television rights for five years to the Cincinnati Reds baseball games were negotiated last week by WCPO and WCPO-TV Cincinnati. In addition, Burger Brewing Co., Cincinnati, will sponsor the games, according to station officials. Midland Adv. Agency handles the account.

WLWT (TV) Cincinnati broke off negotiations last week for telecasts of the Reds games. Robert E. Dunville, Crosley Broadcasting Corp. president, said the action was taken because the five-year contract demanded "was against the best interests" of the station.

WCPO will shuffle all network and other time for the games which will be carried on a 27-station hookup in adjacent portions of four states. WCPO-TV will feed the telecasts to WHIO-TV Dayton and WTVN (TV) Columbus.

Mr. Dunville said WLWT would have been willing to negotiate a contract for "a reasonable period of time." An example, he said, was the negotiation of plans for baseball telecasts by Crosley in Dayton WLWD (TV) for this year only with no commitments beyond the one year made.

While baseball telecasts could be incorporated in the WLWT schedule this year, Mr. Dunville said, a five year period could very well necessitate a disruption of network and local sponsored time.

WHERE DOES BMB get its basic figures?

Number of radio families in specific counties is determined by applying the BMB per cent of radio ownership to the total number of families as shown by—

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

Telecasting Insert → Pull Out for Filing

FM AMENDMENTS

Finalized by FCC

AMENDMENTS proposed by FCC last November to its revised tentative allocation plan for Class B FM stations was made final by the Commission last week in most respects. Several controversial cases are still under consideration [BROADCASTING, Nov. 21, 1949].

Purpose of the changes is to increase frequency separation and "generally to improve the FM allocation pattern," FCC said. Still under consideration are proposed changes for Wilmington, Del., Baltimore and Philadelphia. The Commission in these changes proposes to switch WAMS-FM Wilmington from Channel 241 to 243 to reduce interference with WFLN (FM) Philadelphia on 239, and to switch WDEL-FM Wilmington from 229 to 279 to reduce conflict with WIP-FM Philadelphia on 227.

The Commission had proposed to change WRFL (FM) Winchester, Va., from Channel 223 to 236, but has retained 223 in the amendment even though adding 236 to that area. WRFL is seeking to change to Channel 260. Following are the changes made final:

General Area	Channels Delete	Channels Add
Ventura, Cal.	...	264
Bridgeport, Conn.	248	...
Coram, N. Y.	277	248
Winchester, Va.	...	236
Frederick, Md.	268	260
Front Royal, Va.	236	...
Harrisburg, Pa.	259	...
Holyoke, Mass.	282	...
Keene, N. H.	300	282
Batavia, N. Y.	235	...
Bristol Center, N. Y.	...	236
Columbus, Neb.	...	268
Sunbury, Pa.	284	...
Concord, N. C.	243	...
Laurinburg, N. C.	...	243
Milwaukee, Wis.	251	255
Madison, Wis.	255	251

Greene Elected V. P.

KENNETH F. R. GREENE, who has been with Kastor, Farrell, Chesley & Clifford, New York, for the past two and a half years, has been elected a vice president.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

XUM

JANUARY 30, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

TRY DU MONT'S

Daytime Television

YOU'LL GET A LOT
FOR YOUR MONEY

If you have a message for the Homemaker,
you'll find Du Mont Daytime Television is a mighty economical
way to *show* her while you *tell* her. Remember,
Du Mont pioneered Daytime Television and Du Mont
has the pick of the Daytime shows—both for
Network and local sponsorship.
Buy what you want—one market or many.
For anything in Television, call:

TELEVISION DUMONT NETWORK

America's Window on the World

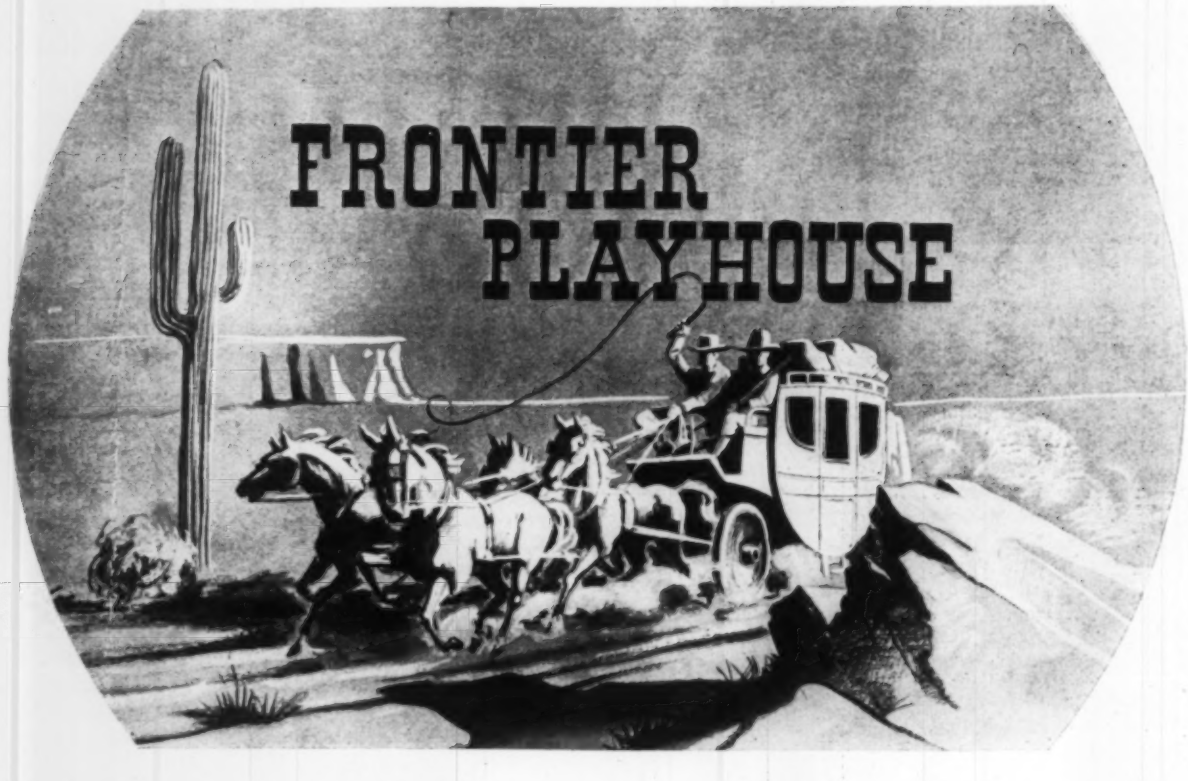
515 Madison Avenue, New York 22, N. Y.

Du Mont's Newest

SHOPPERS' MATINEE

An afternoon in an imaginary department store with
delightful segments on food, fashions, glamour, homemaking,
photography, song and entertainment.

What's New in Television? **Take a Look at WPTZ!**



Highest Rated Local Program In All Television!

Based on the December survey of the American Research Bureau, WPTZ's hour-long Western feature, "Frontier Playhouse" is the highest rated local program on any station in any city! The December survey shows that it pulls down a whopping average rating of 49.7.

Translating this rating into terms of people and homes based on Philadelphia's current set census of 350,000 receivers, "Frontier Playhouse" each evening reaches 644,000 people. And lest some scoffer says, yeah, but it's a kid audience—we hasten to point out that the A.R.B. survey indicates that of the total audience, *364,000 are adults.*

What's the secret of "Frontier Playhouse" success? Frankly, we're not too sure ourselves. Certainly, it isn't because Philadelphians are starved for Western features. There are at least two or three on the air each day, sometimes more.

Can WPTZ's Westerns be that much better? We're inclined to doubt it even though we screen and select them with considerable care.

Somehow we suspect that the success of "Frontier Playhouse" goes right back to the preference Philadelphia's television audience consistently shows for WPTZ . . . a preference that has grown up through years of careful programming, superior technical skill and professional presentation that can come only with years of television broadcasting experience.

If you're considering television time to reach the Nation's second largest television audience . . . if you would like to join the 133 advertisers who are currently buying time on WPTZ to tell their story—give us a call or see your nearest NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC
TV-AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

JANUARY 30, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

TELEVISION CLINIC

TBA Meet Set for Feb. 8 in New York

EXECUTIVES of television stations, networks, advertising agencies and program packaging firms will participate in the annual television clinic of Television Broadcasters Assn. Feb. 8 in New York.

The list of speakers for the one-day sessions, to be held at the Waldorf-Astoria Hotel, was released last week by Charles C. Barry, ABC vice president and chairman of the clinic.

The sessions will start at 11 a.m., continuing through luncheon and the afternoon. At the morning session, over which Mr. Barry will preside, programming, buying and selling and interconnected vs. non-interconnected stations will be discussed.

William Gillette, vice president in charge of television at Young & Rubicam, New York, will speak on "Program Production Problems—Agency Style." Klaus Landsberg, general manager of KTLA (TV) Los Angeles, will discuss "Local Station Production Problems."

Sales to Be Covered

In the buying and selling sessions, Kenneth W. Stowman, television sales manager of WFIL-TV Philadelphia, and Linnea Nelson, radio and television timebuyer of J. Walter Thompson Co., New York, will speak.

The program problems of interconnected and non-interconnected stations will be discussed by Paul Adanti, general manager of WHEN (TV) Syracuse, and Jack Boyle, studio production manager of WAVE-TV Louisville. A question and answer period will follow the morning sessions.

At luncheon, Milton Berle will perform, and a special adaptation of *Stop the Music* featuring Bert Parks will be presented. J. R. Poppele, TBA president, will preside at the luncheon.

The afternoon sessions will be divided into five sections: Profitable affiliated stations, local television packages, the jurisdictional problems of television, the future of sports in TV and a roundtable discussion.

Edward Lamb, president of WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio, will talk about profitable affiliated stations.

Local television packages will be treated by Russ Johnston, vice president of Jerry Fairbanks Inc.; Ralph Cohn, manager of the TV department of Screen Gems Inc., and Maurice Rifkin, executive of Frederic W. Ziv Television Programs Inc.

Ernest de la Ossa, NBC director of personnel and labor relations, will talk on the jurisdictional problems of television. Ned Irish, vice president of the Madison Square Garden Corp., New York, will discuss the future of sports in TV.

Mowrey To Participate

Participating in the roundtable discussion will be Paul Mowrey, ABC national director of television program sales, as moderator, and representatives of television networks.

The annual meeting of TBA members will precede the clinic sessions.

Mr. Poppele will make his annual report and directors will be elected. Directors whose terms expire are Paul Raibourn, vice president of Paramount Pictures; Frank M. Russell, NBC vice president, and Ernest B. Loveman, vice president and general manager of WPTZ (TV) Philadelphia. Two vacancies on the board also will be filled, one left by the resignation of G. Emerson Markham, who before recently joining NAB was station manager of WRGB (TV) Schenectady, and the other by the resignation of Robert E. Kintner, ABC president. Mr. Kintner's place on the TBA board has temporarily been filled by Joseph A. McDonald, ABC vice president.

KBTV (TV) SALE

Dallas 'News' Applies

APPLICATION for FCC approval of the $575,000-plus acquisition of KBTV (TV) Dallas by the *Dallas Morning News*, owner of 50 kw WFAA, was filed with the Commission last Thursday [CLOSED CIRCUIT, Jan. 23].

In adition to the $575,000 cash purchase price, the sales contract provides for the *News* to pay KBTVs's net operating losses, up to $25,000 a month, from last Jan. 1 to the date of transfer.

The sale was announced by E. M. (Ted) Dealey, *News* president.

The station, on the air since last Sept. 17, was built at a cost of $487,593 by Tom Potter, multi-millionaire oil man who told FCC he wishes to sell because of the pressure of other business interests. He would serve the new management as an advisor.

Martin B. Campbell, general manager of WFAA, would also have supervision over the television operation, upon FCC approval of the transfer. FCC was told that an "integrated operation" is anticipated and that it is expected that KBTV's present staff of about 30 persons will be absorbed in the overall operation.

KBTV, on Channel 8 (180-186 mc) with effective radiated power of 27.1 kw video and 13.5 kw audio, will use kinescope recordings of the NBC, ABC, and DuMont television networks pending completion of the coaxial cable for direct connection, FCC was told.

"We will also devote much time to local programming," Mr. Dealey said, asserting that "talents of the WFAA forces will be combined with those already trained to television at KBTV." The station now uses DuMont and Paramount film shows.

WFAA has a pending television application which will be withdrawn upon FCC approval of its acquisition of KBTV.

Mr. Potter has operated the station in the name of Potter Television Broadcasting Co. His son, Jack I., is president and Curtis Sanford is vice president and general manager. Larry DuPont is production manager and Morris G. Barton is chief engineer.

With Mr. Dealey's announcement of the sale, Mr. Potter said he had "long felt that the welfare and destiny of KBTV could be secured best by experienced radio hands." He said, "Mr. Dealey has invited me to continue my participation as best friend and severest critic, and I am happy to think that KBTV and I will be together for a long time."

Operating Losses

From the time it went on the air in mid-September until Dec. 31, according to data filed with FCC, operating and other costs of KBTV totaled $155,790 while income amounted to $27,770, leaving an overall net loss of $128,020 for that period.

The transfer application was filed with FCC by the Washington law firms of Loucks, Zias, Young & Jansky, representing A. H. Belo Corp., owner of WFAA and the *News*, and Welch, Mott & Morgan, representing the Potter interests.

The transaction was handled through Dallas Rupe & Son, underwriters.

Mr. POTTER | Mr. DEALEY | Mr. CAMPBELL

IN THIS TELECASTING . . .

TBA Clinic Set for Feb. 8 3
'Dallas News' to Buy KBTV(TV) 3
NBC-TV Revises Saturday Night Plans 8
CTI Demonstrates Color on Coast 8
'Market Melodies' Wins Advertisers' Accolades 9
Dr. DuMont Urges Action on Freeze 12

DEPARTMENTS

Film Report 18
On Dotted Line 14
Reel Takes 12
Telefile 4
Telestatus 6

Telefile:

WDTV (TV) MARKS FIRST BIRTHDAY SHOWING A MONTHLY PROFIT

ONLY a short year ago the two-million-plus dwellers in the rugged tri-state area around industrial Pittsburgh were patiently awaiting the advent of this new-fangled television business they had been hearing and reading about.

The relatively high-spending inhabitants of the area, dwelling in houses perched on hillsides and in rolling valleys, wondered if they would be denied visual broadcasting because of the tricks nature had played on the terrain. After all, this was the hallowed radio city that had spawned the pioneer KDKA.

For two centuries the area has been taking advantage of Mother Nature's whims to build up the vast system of factories, mines, farms and commercial enterprises reaching out from the Golden Triangle.

Now the tri-state populace is a well-developed television area despite its relative TV infancy. Just last week civic and industrial leaders gathered in Pittsburgh's historic Duquesne Club to salute the founders of WDTV (TV)—Dr. Allen B. DuMont, pioneer TV inventor and developer, and Comdr. Mortimer W. Loewi, director of the DuMont Television Network.

Occasion of the celebration was WDTV's first birthday. Those who took part looked around this young enterprise, Pittsburgh's only TV outlet, and what they saw was good. They looked at that relative rarity in modern business—a television station that is making money, perhaps as much as $7,000 or $8,000 a month after operating overhead and depreciation.

And most unusual of all, they observed a station that has made money almost from the moment it entered the commercial air of the nation's eighth ranking market. Today the area has 65,000 TV sets and there are scarcely any blind spots in the tumbling terrain.

Many years before television became an industry, Dr. DuMont had figured Pittsburgh as a good city. After the war he still felt that way and was one of the first to apply for a Pittsburgh TV permit.

When the time came for action, Julian Armstrong, then director of planning and licenses, coordinated the operation while Rodney D. Chipp, DuMont network director of engineering, supervised technical activities with Raymond W. Rodgers, then and now station engineer.

On Nov. 27, 1948—10:57 p.m.—WDTV sent out its first signal—a picture of its "test pattern." On Jan. 11, 1949, Pittsburgh's "Window on the World" was formally inaugurated with the linking of the East-West coaxial cable. On Jan. 12 it began its first commercial operation. Nine days after East-West television made its first appearance on the new station, the inauguration of President Truman was offered—the first of many special events that WDTV was to bring to the Pittsburgh area.

As WDTV headed into its second year, Comdr. Loewi could look with satisfaction upon the outcome of the policy which he had laid down for the DuMont owned-and-operated station.

"We felt that in view of the fact that WDTV was the only station in one of the country's major cities, we must break with the past, if necessary, to assure its viewers the very best in programming and the business world the utmost our facilities could provide in reaching an excellent market.

"For that reason, we granted WDTV's management virtual autonomy and encouraged it to pick and choose among all programs on the air. As a result Pittsburgh viewers see not only the best programs that DuMont has to offer but the best on all other networks as well. In fact they enjoy nine of the top 10 television programs on the air today.

"That is an established policy that we intend to maintain because WDTV—on account of the freeze—will likely remain Pittsburgh's only station for some time to come."

At the present time the station broadcasts on the average of 54 hours per week. Approximately two-thirds of its programs are picked off the coaxial cable; the other third is produced locally on film, slides and balopticon.

* * *

DURING December, the station had 103 hours, 50 minutes of air-time sponsored by 43 network advertisers, 60 hours and 44 seconds sponsored by 40 regional and national advertisers, and 3 hours, 40 minutes and 20 seconds sponsored by local retail advertisers. Between 70 and 80% of the station's income was derived from local sales.

At WDTV they like to talk about their success stories, a phenomenon not uncommon in the electronics arts. There's the story of Frigidinner, for example. Frigidinner makes a frozen dinner packaged in a disposable aluminum tray. The product had never been advertised in the Pittsburgh area when the manufacturer decided to crack the market.

Through Rothman & Gibbons Agency, Frigidinner bought a WDTV half-hour ahead of the Oct. 1 Pitt-Northwestern football game. For programming the firm used film highlights of a local high school game that had been played the previous afternoon. At the end of the commercial, the Frigidinner phone number was flashed on the screen five seconds and announced just once.

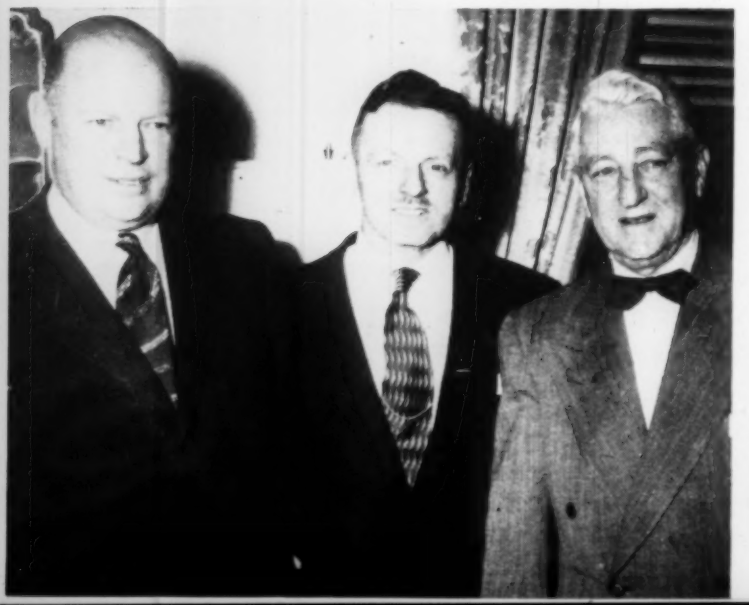
And what happened? — fifty phone calls came through the Frigidinner board during the football game followed by another 250 after the game.

"Hmmm!", said Frigidinner executives, wondering how long this sort of thing had been going on. They promptly signed for a one-minute spot Monday through Friday. Ever since, they have averaged more than 150 calls per announcement. Sometimes the number has passed 300.

Calls are fine, of course, but Frigidinner wanted sales. So the snapper in this success story is the fact that a high percentage of these calls result in actual Frigidinner sales.

Though enjoying a link into the cross-country coaxial cable, WDTV set out to establish local character. One of the first results was a daily newsreel program. As civic-minded as a chamber of commerce, the station filmed leading local events and donated generous program time to civic, charitable and religious causes as well as defense recruiting drives, March of Dimes and related projects.

The film idea caught hold. At the same time WDTV took the air there were two industrial film companies in the city—one 35mm and one 16mm. Arrival of television in the city has brought five more 16mm companies into operation.



ATTENDING the celebration of WDTV's first anniversary are (l to r): Dr. Allen B. DuMont, founder and head of Allen B. DuMont Labs.; Donald Stewart, WDTV general manager, and Comdr. Mortimer W. Loewi, director of the DuMont Television Network.

one of many side benefits accruing to the area.

The early newsreel was titled *Pitt Parade*, featuring film highlights of local events and presented six days a week. Producer is Packaged Programs Inc., also filming a daily 15-minute show for housewives, *Home Is Happiness*.

While *Pitt Parade* was getting a foothold in the tri-state area, one of Pittsburgh's largest retailers, Jerome Donahoe, began to envision TV's advertising potential. He is president of the Donahoe's Food Stores, a Pittsburgh institution favorably known to the oldest inhabitants.

Mr. Donahoe decided to put some of his advertising budget in the brand new medium, using the strictly practical approach of the successful retailer. TV could prove itself as an effective medium, he figured, if it could stimulate over-the-counter sales in Donahoe stores. The way to do this, he decided, was to use a show concerned with items of interest to Pittsburghers since the chain is concentrated in the city. He recalled the greater reader appeal of local newspaper items over national news in newspapers. The answer was *Pitt Parade*.

Now, how about commercial treatment? Mr. Donahoe decided to sell visually a specific item of merchandise, advertise it in no other medium, put a time limit on response, and thereby appraise TV's effectiveness.

* * *

THE Donahoe campaign provided Pittsburgh's first television success story. It worked like this: A story board was prepared on a cheddar cheese selling for 95¢ a pound. The manager of Donahoe's cheese department was shown cutting a slice of cheese from a large wheel, tasing it, and inviting viewers to come in to any Donahoe's Food Store within 24 hours. A lure was offered in the form of a pound of Donahoe's My-Te-Good macaroni to anyone who asked for the television special.

The next day 80 customers responded, sending the cheese sales curve soaring. Encouraged, Mr. Donahoe tried a pound box of Fifth Avenue Candies the next week. The gift with each 95¢ purchase was a half-pound box of bon bons. Again the offer was advertised in no other medium and again the time limit was 24 hours. The response doubled as 153 persons went to Donahoe's stores for the TV special. No price reduction was made on the special.

WDTV's transmitter building and tower at 1410 Grizella St., highest point in Allegheny County

* * *

Remember, this was still the first month of WDTV's operation and there were no earlier TV stations in the city to stimulate set sales. Third offer of six bottles of ketchup for $1 with a free can of tomatoes brought 213 customers and the fourth sold over 600 pounds of coffee.

The *Parade* has built up a wide following. Among sponsors are a group of cooperative trucking companies and a group of auto dealers.

Duquesne Brewing Co. sponsors a local and national sports newsreel plus news events on the lighter side. It's called *Viz Quiz* and features Pie Traynor, ex-major league baseball player, and Ken Hildrebrand.

George Drake Bakery buys the Al Morgan Monday evening program off the DuMont network cable. When the pianist brought his act to Pittsburgh recently, the Copa night club where he appeared broke all records and he's coming back in March.

WDTV pays particular attention to children, education and outstanding sports events. The Pittsburgh area saw telecast baseball for the first time when the station brought in the 1949 All-Star baseball game and carried the 1949 World Series.

Home coverage of the Pirates baseball club was snagged by the club's refusal to permit telecasting of its games—the only major league ball club to take this view. But refusing to take "no" for an answer when the Pittsburgh Steelers, the local professional football team, refused to have its games telecast "live," WDTV won approval to record them by film, and in this manner, succeeded in bringing the grid games to the TV screen.

WDTV was instrumental in the rebirth of wrestling and boxing in its area. The Zivic Arena, managed by one-time Welterweight Champion Fritzie Zivic, was opened with a full schedule of wrestling and boxing with credit for their appeal given to WDTV's presentation of wrestling.

In discussing the region's acceptance of television, WDTV General Manager Don Stewart remarked: "In Pittsburgh, television is becoming an ever increasing factor in both everyday life and in the entertainment and advertising world. WDTV desires to serve the needs of the community from the standpoint of offering its facilities to educational, religious, civic, business and industrial groups."

Reviewing the year, he stated: "From the outset of operation the station has shown a steady growth. With the upward trend in 1949, I look for even greater results in 1950.

"Advertisers in the Pittsburgh area have shown a favorable attitude toward television and are most cooperative; they are helpful in planning their needs and the trend is toward greater use of television as a medium for selling."

With the start of DuMont's daytime programming last month, WDTV advanced its going-on-air time to 12 noon Monday through Friday, running until approximately midnight.

Saturday and Sunday programming had been instituted long before at the specific request of viewers unable to get their fill of television during the week. On Saturday the station goes on the air at 2 p.m., and on Sunday at 4:30 p.m., remaining on until about midnight on both nights.

The station never hesitates to break its regular program schedule to bring Pittsburgh any event of major importance, and its decision to interrupt regular schedules often results in additional success stories. Such an occasion was its telecast of the Walcott-Charles heavyweight boxing championship.

On the day of the title fight, six special announcements and a 15-minute program telling viewers of the title bout telecast were made on behalf of Kep's Electric Co., distributor in the Pittsburgh area for Admiral and Sunbeam products. A prize was announced for the largest number of viewers per set.

The promotion brought in over 19,000 responses from Pennsylvania, Ohio, West Virginia and New York. Letters included names and addresses of viewers. Many submitted photographs. Viewing audiences ranged up to 200 persons.

* * *

WDTV's staff includes some 30 employees with 12 in administrative work, seven engineers, two salesmen and two announcers. Station offices are located in the Clark Bldg., in the heart of the Golden Triangle. The transmitter is at 1410 Grizella St., on the Northside, highest point in Allegheny County.

The station transmits on Channel 3 with a 5 kw DuMont transmitter delivering 16.6 kw visual and 8.3 kw aural power. The antenna is 550 feet high, 818 feet above average terrain.

Film equipment includes two 16-mm projectors, a balopticon, one flying spot scanner which will accommodate standard slides, and other material.

Basic Class A rates for one hour are $350; basic Class B rates $175.

Headed by General Manager Stewart, top personnel at WDTV includes Leslie Arries Jr., in charge of program operations; Larry Israel as sales director; John J.

(Continued on Telecasting 12)

Mr. STEWART Mr. ISRAEL Mr. ARRIES Mr. MUNSON Mr. OKON Mr. COLE

Telestatus

Ayer Reports on TV in Sports

(Report 96)

CONTROVERSY surrounding sports telecasts could be settled—or at least would subside somewhat—if the flow of objective reports on gate receipts are maintained.

That is the opinion of N. W. Ayer & Son Inc., Philadelphia advertising agency, which last week released preliminary findings of a report by Jerry N. Jordan, 21-year-old U. of Pennsylvania graduate student [TELECASTING, Jan. 23].

N. W. Ayer said it made the findings public to clear up "garbled reports" about the survey's sponsorship. Although Mr. Jordan is the son of Clarence L. Jordan, executive vice president of the Ayer firm, the agency claims no sponsorship credit for the work. N. W. Ayer is one of the many organizations furnishing information but, the agency emphasized, that fact does not alter the "complete" objectivity of the study carried on by young Jordan with both sports organizations and university authorities.

Jerry Jordan's preliminary findings indicate that while TV has hurt sports attendance in some cases, the media may increase gate receipts in the long run.

Partial results of the study have been distributed to leaders in college football and professional baseball, Ayer said. These have been instrumental in helping maintain the sports TV status quo for at least another year, when final results of this and other studies are available, the agency pointed out.

The Ayer announcement traced the danger to the enjoyment of millions of *new* TV sports fans posed by dipping sports attendance figures during the summer and subsequent moves for a "partial blackout" of sports telecasts in 1950. It cited sentiment among certain segments of the sports world to ban TV at their events although most big ball clubs and the National Collegiate Athletic Assn. decided to stand pat until final research findings point the way for a decision in 1951.

The points arrived at in the preliminary findings by Mr. Jordan are:

The longer a person owns a TV set, the more interested he becomes in buying tickets to attend sports events.

Baseball does not seem to be as sensitive to TV as football. Set owners of less than a year attend about as frequently as non-owners and owners of two or more years attend more frequently. Samples show a higher percentage of TV owners present than non-owners.

Among other factors influencing attendance, apparently management, personal income and team performance are *much more* important than TV.

Football colleges did not fare so well in TV areas in comparison to those in non TV-areas. However, there have been signs in some instances of colleges in TV areas of high saturation that showed an increase.

Small football colleges did not appear to be hurt by TV in the same degree as large colleges in their area.

Mr. Jordan in his survey included a breakdown of set owners sampled in a 50-mile radius of Philadelphia through personal interviews, mailed questionnaires and telephone calls. In addition, actual attendance records were studied of both baseball and football in 522 cities and towns. All the other numerous factors which could affect attendance figures are being studied and evaluated, he said.

Organizations cooperating and furnishing information for Mr. Jordan's study are major league ball clubs, National Assn. of Professional Ball Clubs (minor league), International League, United Press, television and sports publications, 88 TV stations, the Atlantic Refining Co., N. W. Ayer & Son Inc. and a large number of colleges and universities, including NCAA members.

* * *

Weekly Television Summary

Based on Jan. 30, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,000	Station
Atlanta	WAGA-TV, WSB-TV	22,250	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	123,767	TV Cir. Comm.
Binghamton	WNBF-TV	5,100	Dealers
Birmingham	WAFM-TV, WBRC-TV	10,448	Distributors
Bloomington	WTTV	2,000	Dealers
Boston	WBZ-TV, WNAC-TV	248,263	TV Comm.
Buffalo	WBEN-TV	62,192	Buff. Elec. Co.
Charlotte	WBTV	11,067	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	309,733	TV Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	67,000	Distributors
Cleveland	WEWS, WNBK, WXEL	137,300	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	39,070	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport	WOC-TV	6,344	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	31,300	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	166,000	Distributors
Erie	WICU	23,000	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	34,255	Dist. & Deal.
Grand Rapids	WLAV-TV	12,200	Distributors
Greensboro	WFMY-TV	8,150	Distributors
Houston	KLEE-TV	15,000	Distributors
Huntington-Charleston	WSAZ-TV	4,527	Distributors
Indianapolis	WFBM-TV	18,000	Dist. & Deal.
Jacksonville	WMBR-TV	6,000	Wholesalers
Johnstown	WJAC-TV	11,500	Distributors
Kalamazoo-Battle Creek	.....	3,500	Dealers
Kansas City	WDAF-TV	25,124	Elec. Assn.
Lancaster*	WGAL-TV	26,154	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	349,676	Rad. & Appl. Assn.
Louisville	WAVE-TV	20,619	CPA Audit
Memphis	WMCT	14,210	Distributors
Miami	WTVJ	15,400	Station
Milwaukee	WTMJ-TV	72,195	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	61,900	Dealers Assn.
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	14,315	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,000,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	.....	1,163	Distributors
Oklahoma City	WKY-TV	16,031	Distributors
Omaha	WOW-TV, KMTV	13,003	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	360,000	Elec. Assn.
Phoenix	KPHO-TV	3,000	Dealers
Pittsburgh	WDTV	61,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	28,440	Dealers
Richmond	WTVR	20,877	Distributors
Rochester	WHAM-TV	21,209	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	10,174	Dealers
San Antonio	WOAI-TV	3,160	Station
San Diego	KFMB-TV	21,600	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	33,835	N. Cal. Elec. Assn.
Schenectady	WRGB	52,000	Distributors
Seattle	KING-TV	19,700	Distributors
St. Louis	KSD-TV	77,800	Union Elec. Co.
Syracuse	WHEN	24,566	Distributors
Toledo	WSPD-TV	33,000	Dealers Assn.
Tulsa	KOTV	15,600	Dist. & Deal.
Utica-Rome	WKTV	5,600	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	91,000	TV Cir. Com.
Wilmington	WDEL-TV	26,529	Dealers

Total Markets on Air 58; Stations on Air 98; Sets in Use 3,990,552

* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

Pulse Reports Top 10 N. Y. Shows

THE TOP 10 television programs for New York during the week of Jan. 3-9 as reported by The Pulse Inc. were:

ONCE-A-WEEK SHOWS

	Program Average Rating Jan.	Dec.
Texaco Star Theatre—Tues.	70.	76.2
Toast of the Town—Sun.	44.6	42.5
The Goldbergs—Mon.	42.8	45.3
Talent Scouts—Mon.	38.5	42.8
Studio One—Mon.	38.1	34.5
Godfrey & Friends—Wed.	37.5	41.5
Suspense—Tues.	35.0	38.8
Lights Out—Mon.	30.0	....
Philco Playhouse—Sun.	29.5	32.1
Fireside Theatre—Tues.	29.0	36.5

MULTI-WEEKLY SHOWS

	Program Average Rating Jan.	Dec.
Howdy Doody—Mon.-Fri.	17.8	14.9
Captain Video—Mon.-Fri.	15.6	14.3
Small Fry Club—Mon.-Fri.	12.4	12.5
Lucky Pup—Mon.-Fri.	11.9	12.5
Junior Frolics—Mon.-Sun.	11.7	9.2
Kukla, Fran & Ollie—Mon.-Fri.	11.1	11.0
Camel News Caravan—Mon.-Fri.	11.0	11.6
Western Features—Mon.-Sun. (4 p.m.)	10.0	9.1
Children's Theatre—Mon., Wed., Fri.	9.1	8.6
Mohawk Showroom—Mon., Wed., Fri.	9.0	....

AVERAGE QUARTER-HOUR SETS-IN-USE FOR ENTIRE WEEK, 12 NOON—12 MIDNIGHT

	Television Homes Combined Radio & TV	TV	Radio
Jan. 1950	37.7	28.1	11.3
Dec. 1949	37.2	27.6	10.6
Jan. 1949	32.3	23.9	10.8

* * *

ARB Report For Washington

FOLLOWING the lead of New York, Philadelphia and Baltimore, Milton Berle's *Texaco Star Theatre* also headed the TV rating list in Washington, according to the latest American Research Bureau report [BROADCASTING, Jan. 23].

Conspicuous by its absence from the Top 10 listing was *Arthur Godfrey's Talent Scouts*. This strange turn of events—the program having been in third place for December—was caused, according to ARB, by a comparatively new full-length feature film series, *Mystery Theatre*, on another station.

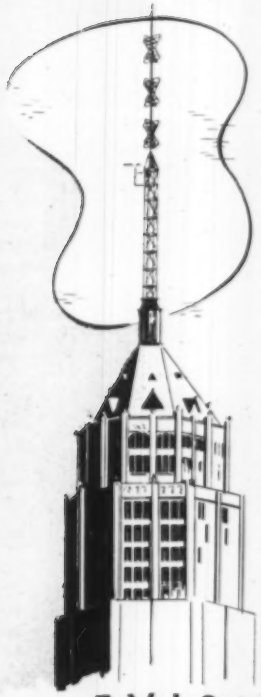
Strong competition also tended to lower the rating of other programs. *Fred Waring*, for instance, lowered *Philco Playhouse*, while wrestling and boxing telecasts hurt *Studio One*, *The Goldbergs* and *Break the Bank*. *Suspense* was kept down by competition from *Life of Riley*, according to American Research Bureau.

The firm reports that as a result of this highly competitive evening

(Continued on Telecasting 13)

Announcing

a new eyeline for the San Antonio skyline



TELEVISION
KEYL
CHANNEL 5

KEYL

THE NATION'S NEWEST TV STATION
—FIRST ON THE AIR IN FIFTY!

top television entertainment for Texans in the San Antonio trade territory

Channel 5

AFFILIATED WITH DUMONT, PARAMOUNT FILM NETWORK

Represented Nationally by

Adam Young Television, Inc.

San Antonio Television Company
Business Office, Studio and Transmitter
atop the Transit Tower, San Antonio, Texas

NBC SAT. SERIES

Revising Plans, FCC Told

NBC TOLD FCC last Thursday that it was preparing new plans to replace the projected 2½-hour Saturday night television series which had prompted Allen B. DuMont Labs to call for an FCC investigation [TELECASTING, Jan. 9].

Gustav B. Margraf, NBC vice president and general attorney, wrote FCC:

". . . NBC is withdrawing the order which it placed by telegram dated Dec. 28, 1949, with its interconnected television affiliates for 8-10:30 p.m. (NYT) Saturdays for 13 weeks commencing Feb. 4, 1950. A new plan has been formulated which we expect to offer to the stations within the next few days."

Earlier, in response to FCC's request for information as a result of the DuMont protest, Mr. Margraf had told the Commission that for the present it would withhold "affirmative action" on its original 2½-hour plan. He gave this assurance in conjunction with a request for "an additional reasonable period of time" in which to submit "further considerations" with respect to the 2½-hour plan.

NBC had stipulated that at least 15 affiliates must accept the 2½-hour, 13-week series. There was no official indication of how many did accept, but some authorities said it was fewer than the required number.

DuMont, operator of a rival TV network, had charged NBC was trying to "freeze out" competition.

NBC contended in reply to FCC that its offer to take 2½ hours of affiliates' time on Saturday night was intended to be subject to the terms of affiliation contracts (or other arrangements, where formal affiliation contracts had not been signed).

Thus, Mr. Margraf wrote, "it was the intent of the telegram, and it is believed that it was so understood by the stations," that program material offered by NBC would be subject to the station's right to refuse, reject and substitute for any program which they considered unsatisfactory, unsuitable, or not in public interest.

Denial Made

The letter denied that NBC's telegram to DuMont Network Director Mortimer Loewi was an offer for NBC use of the entire DuMont network. The offer applied only to DuMont's WDTV (TV) Pittsburgh, "with respect to which NBC has arrangements for broadcasting NBC network programs," Mr. Margraf asserted, adding that this was "the only reasonable interpretation which could be placed upon the telegram."

He also denied that NBC's offer involved payment of each station's "full half-hour rate." He said:

. . . The telegram stated that the station would be paid regular compensation based upon its half-hour rate. It was the intent of that provision, and it is believed that it was so understood by the stations, that the compensation . . . would be the percentage stated in the network's agreement with the station of the half-hour network rate specified in the agreement.

NBC's plan anticipated that several advertisers would sponsor the Saturday night series. Their commercials were to be telecast on a rotating basis. Each half-hour period was to contain three one-minute commercials, followed by a 30-second station break. The sponsors were not identified.

WBAP-TV Newsreel

WBAP-TV Fort Worth's station-produced newsreel, *Texas News*, carried eight of the 10 best Texas news stories of 1949 named by the Associated Press, four of them fed by WBAP to NBC-TV for network showing, the station says. The 10-minute newsreel is aired at 6:45 p.m., five days a week, using coverage by staff camera-reportorial crews.

CTI COLOR

Public Demonstration Held on Coast

FIRST public demonstration of color TV in the West was staged last Thursday and Friday by Color Television Inc., San Francisco, participant with CBS and RCA in the current FCC color hearings.

The public showing was staged in the auditorium of San Francisco's Emporium department store. There were strong protests to the demonstrations by Northern California TV distributors and dealers who feared the showings would hurt set sales in the area.

The show, a half-hour talent production featuring Del Courtney, disc jockey on KPIX (TV) San Francisco, and Eileen Christopherson, singer, was microwaved from CTI laboratories at 30 Sterling St. to KPIX studios in the Mark Hopkins Hotel and retransmitted by KPIX on its Channel 5.

CTI projection type color receivers were set up in the Emporium auditorium to receive the color telecast. Home receivers in the area received the show in black-and-white.

Arthur Matthews, president of CTI, said the colorcasts achieved a picture definition of approximately 350 lines.

On the color receivers, reception was steady and true with no breakup of color, even during fast motion such as the waving of flags and brightly colored scarfs. Definition of the picture was clear.

The public showing last week was preceded by a series of private closed circuit showings for manufacturers' representatives, industry people and newsmen [TELECASTING, Jan. 16]. FCC officials, who had earlier planned to visit San Francisco for the test showings, were unable to make the trip.

CTI is scheduled to demonstrate its system before the FCC Feb. 20, to be followed by comparative tests with the CBS and RCA systems.

ON SET for the first public color TV show staged on West Coast are (l to r): Singer Eileen Christopherson; Del Courtney, KPIX (TV) disc jockey and former bandleader; Zetta Jones, fashion expert, and Pianist Lloyd Simpson.

CBS COLOR SHOWING

Congressional Group Given Demonstration

CBS' COLOR TV crusade was taken to Capitol Hill last week with a special showing of its system to Senators and members of the House of Representatives. Senators and wives were guests of CBS at a demonstration in Washington's Walker Bldg. last Monday [BROADCASTING, Jan. 16].

The network, which has been showing its system to the public since Jan. 12 (the same show was presented to Congressmen), registered the following comments from legislators who viewed the showing:

Sen. Charles W. Tobey (R-N. H.) was quoted to be fascinated by color, saying: "This is tops in television entertainment. It's the ultimate." Iowa's Sen. Guy M. Gillette, a Democrat, said: "It's astonishing what has been developed in color television. My only criticism is that the color is almost too vivid. However, it is a marked advance over black-and-white."

Mrs. Herbert H. Lehman, wife of newly-elected Democratic Senator from New York, thought the showing "very exciting" because "color always has meant very much to me." Sen. Edward J. Thye (R-Minn.) who attended the demonstration with Mrs. Thye, said the color was excellent and that they liked the showing since "these pictures are more natural in color and clearer than black-and-white."

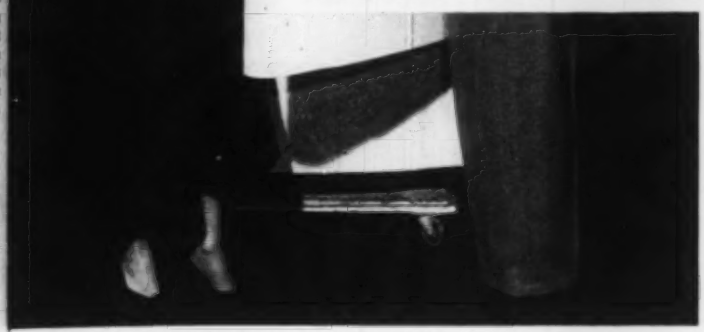
Sen. John J. Williams (R-Del.) who said he and his wife did not own a black-and-white set, had but this to say, according to CBS: "This is wonderful."

The demonstration was presented for House members Wednesday and Thursday (Jan. 25-26). Also on the invitation list were members of the President's Cabinet. While only a few Senators appeared at the Monday showing, they had many emissaries in the attendance of their wives, assistants and other Capitol Hill personnel. Today, CBS has scheduled previews for top echelon from the Pentagon and other major government departments. Supreme Court and other judicial members of the federal courts in Washington will be guests of CBS at a later date in the week.

* * *

Senators Tobey (l) and Williams take a closeup look at CBS' color.

'Market Melodies' WJZ-TV's Daytimer Earns Advertiser Accolades



Ann Russell and Walter Herlihy inspect a Servel refrigerator.

By MARJORIE DORRANCE
Account Executive
French & Preston

DESPITE the general neglect of daytime telecasting, *Market Melodies* on WJZ-TV New York is one show that has become as popular as it deserves in a little over six months on the air. Bucking baseball competition all summer in its time period, Tuesday through Saturday from 2 to 4 p.m.*, it has forged ahead retaining old sponsors, picking up new ones and turning down those that could not be accommodated. Of the six original sponsors, four are still with them—one, a seasonal, cancelled at the end of the summer—and eight, new steady ones have been added. One-shots are frequently dropping in when the time is available.

One session with lovely Anne Russell and big, friendly Walter Herlihy, who emcee *Market Melodies*, helps convince a sponsor that this show is for his product—especially if he wants to sell to women. Anne and Walter really know how to appeal to the ladies. Listeners write in and say that it's a relief to find two emcees who talk like normal people about things worth hearing.

They work their commercials into interesting, chatty conversations so easily that you don't realize they're selling until you find yourself going out to buy the product. Their line of patter plus many welcome features—such as cooking demonstrations, fashions, interior decorating, interviews with women's club members, dancing lessons, knitting instructions, up-to-the-minute news, tips on hair styling and make-up, guests with unusual products, and talent from radio, stage and night clubs—really "gets over" to the audience and pays off for a sponsor.

Mail Response Heavy

If you have a food product to sell, *Market Melodies* is the place to sell it. About 65% of their mail is requests for recipes—the response to pamphlet offers is tremendous. A brochure suggesting ways to prepare chicken that was offered three times brought in about 8,000 requests. Frances Foley Gannon, from the Dept. of Markets, who was on the show Jan. 5, has been swamped with cards asking for her food purchasing booklets. On the average, the show has a steady pull of about 5,000 pieces of mail a week.

If life ever seems too hectic for the principals of *Market Melodies*, a talk with any of their enthusiastic sponsors makes their efforts seem worthwhile. Hugh J. Davern, vice president in charge of merchandising of the Grand Union Co., says:

"We have used the television show *Market Melodies* consistently since its origin in May of 1949. According to results of test, we feel that television, due to its ability to demonstrate the use of the product in the home, has great possibilities to promote the sale of food and household products."

The Brooklyn Union Gas Co. has been using time on *Market Melodies*. The firm has participated in radio occasionally in the past, but feels that television really can do a better job for it. The company's food demonstrators are on *Market Melodies* every Thursday. They give cooking hints and show how an appetizing dinner can be prepared in their half-hour period. The cooking is done in the *Market Melodies* kitchen, beautifully equipped with modern automatic gas appliances—a Servel gas refrigerator and a Roper automatic clock controlled gas range. This big utility company feels there is a great advantage in being able to show its appliances in use.

Salesmen Enthusiastic

One of the most enthusiastic sponsors is the maker of "Minwax"—a furniture polish. The firm has a 15-minute demonstration one day a week, showing how to finish furniture. William Mackey, the sales manager of the company, said they were convinced by their own salesmen that they should buy time on *Market Melodies*. Said Mr. Mackey:

"The salesmen were sold on the show because, you know, salesmen are naturally lazy, and they could see this would be a really easy way to sell our product." The "Minwax" people feel that on television they can do something educational as well as sell. Refinishers from their company tell the audience how to refinish everything from a book-end to a bed, both antiques and new pieces. One day they brought in some boys from a manual training school to do the refinishing—that day there was no commercial.

The "Minwax" people also do a lot of newspaper advertising and have used some spots on the best daytime radio programs. But they are convinced *Market Melodies* is for them. They have some interesting figures on costs. On cost per inquiry basis they figure $4.50 per inquiry on newspaper, contrasted with only $1 per inquiry on *Market Melodies*. They're planning some advertising for other cities—and you guessed it—they're using television.

Among the regular sponsors on *Market Melodies* is Stahl-Meyer for its canned meat products, "Snow Crop" frozen orange juice, and Hills Brothers Dromedary Mixes. The fact that they have used *Market Melodies* without interruption on a full schedule ever since it first went on the air last May certainly shows that they are satisfied. Continental Bakers bought time for "Wonder Bread" shortly after the one is used, *Market Melodies* has a show started on a two-spot a week basis and is still with them.

The owner of an Italian restaurant devised an interesting gimmick. He bought a quarter-hour a week on the show and got three suppliers to go in with him. He showed how to prepare Italian dishes, using the suppliers' products. He also made an offer on the air that he would go to anybody's home and cook an Italian dinner for them free of charge. He had several requests, which we understand he is still fulfilling.

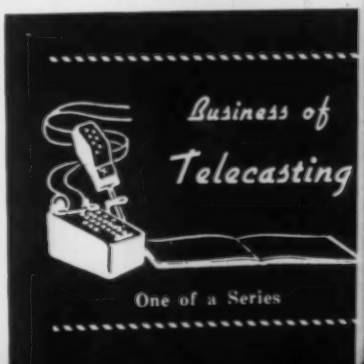
Fully aware that it is difficult to attribute over-the-counter sales to any one medium when more than direct sales record to show. They received 284 orders from one announcement for a $15 reconditioned vacuum cleaner, $600 worth of sales apiece from a series of announcements for a $2.95 Jiffy Stitcher, 700 sales from five announcements for a $2.95 set of plastic Christmas tree ornaments, and 300 sales from one announcement for a $1 set of toy balloons. These figures represent substantial profits for sponsors when you consider that one-minute announcements cost $120 (per).

The future for *Market Melodies*, Emcees Anne Russell and Walter Herlihy, Producer-and-Owner Arthur B. Modell, Associate Producer Charles A. Harbruck and staff looks increasingly more interesting. They're all young, quick to catch what's going on, and well equipped with a tongue-in-cheek attitude to withstand the gaff of a two-hour daily show. There has never been a script for the show. Anne and Walter remember everything, including commercials. And if you think television sponsors aren't imaginative about what they want included in their commercials, you haven't heard *Market Melodies*.

Planning Sequel

At the moment Modell-Harbruck Inc. are working on the idea of an additional show that will be similar to the *Holiday Hints* that Anne and Walter did for them right before Christmas. *Holiday Hints* proved itself a money-maker and boasted among its sponsors the rarely heard from advertisers, F. W. Woolworth and John David Stores.

Market Melodies has all the earmarks of a show that's geared to grow synchronously with TV.



* Market Melodies is now heard Wednesday through Saturday, from 2 to 4 p.m. since WJZ-TV curtailment of Tuesday programming.

XUM

The MAGIC is built-in

There are two pictures on this page: the one you are looking at; and the one they are looking at (which you can't see).

To you the important picture is the people *in front of the television screen.* It is a picture of the special impact achieved only by this medium, yet which goes far beyond the novelty of television.

But we are equally concerned with the picture *on the screen.* For it is the result of creative programming which alone can *sustain* this kind of impact...building into every program the magic that holds the largest audiences week in and week out.

It is now clear that CBS is the richest source of such programming in television today; that CBS consistently has more of the most popular programs than any other network; and that most of these programs have been created or produced by the Columbia Broadcasting System.

This picture of television's impact is a picture any advertiser can create— but he needs the magic of CBS to hold it.

CBS TELEVISION

XUM

Telefile

(Continued from Telecasting 5)

Cole as sales service manager; Harry Munson, film director, and Chief Engineer Rodgers. In charge of public relations is Theodore A. Okon.

When the station signs off each evening, there falls to the announcer a bit of an extra chore. His final task is reading the announcement: "The program schedule of WDTV can be found in the following newspapers . . ." and there follows a list of the names of 25 district newspapers.

The newspapers on the list are from the tri-state area of Pennsylvania, Ohio and West Virginia. Those listed include the three Pittsburgh dailies, plus the *Courier* and the *American Jewish Outlook;* and one or more papers in each of the following cities where WDTV has a large audience: Homestead, McKeesport, Greensburg, Latrobe, Jeannette, Tarentum, Aliquippa, New Castle, Beaver Falls, Butler, Uniontown, Point Marion, Johnstown, and Altoona, Pa.; Steubenville, Youngstown and East Liverpool, Ohio, and Wheeling, W. Va.

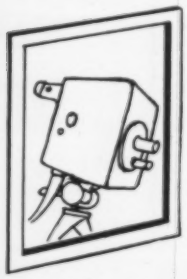
When television started in Pittsburgh, there were no more than a handful of TV sets in the coverage area. As of Jan. 1 WDTV claimed an audience of at least 325,000 viewers—and dealers were running 60 to 90 days behind in filling orders.

Another
FIRST
for KDYL-TV

Afternoon programming aimed at women (naturally) marks another important "first" for Salt Lake's first TV station.

Availabilities during this 3 to 5 p.m. period are unusually attractive.

KDYL
UTAH'S NBC ALL N
AM-FM-TELEVISION
Salt Lake City, Utah
National Representative: John Blair & Co.



Reel Takes

IRVING MACK

THERE'S A REASON why Filmack Trailer Co.'s sales letters pack a wallop. Letter-writing is the boss's hobby.

In fact, Irving Mack, who founded the Chicago film trailer firm 30 years ago, has little truck with any diversion that fails to contribute to Filmack's prosperity. He went to college only after he realized Northwestern U. had a few courses that would aid him in his business. And his friends note with amusement that, although for five years it seemed he had raised three sons to be soldiers, he now has them *exactly* where he always planned they should be—at Filmack.

Mr. MACK

* * *

Son of a Centerville, Iowa, grocer, Mr. Mack moved to Chicago at the age of 13. He attended Wendell Phillips High School in the days before it became famous as an all-Negro institution. Still in his mid-teens, he became assistant publicity director of sprawling White City Amusement Park, on Chicago's south side, and at 18 joined the Jones, Linick & Schaefer film exchange. Five years later, Universal Film Co. named him exploitation manager for its Chicago territory, and in 1919, at the age of 24, he organized Filmack.

His first accounts were the Midwest, Terminal, and Piccadilly theatres, but he soon added Ascher Bros., Lubliner & Trinz, Selznick Pictures, Metro, Goldwyn (prior to formation of M-G-M), and others to a roster of film exhibitors that now stretches across the nation.

"If you've been in a movie theatre anywhere in the country within the past 30 years, you've seen a Filmack trailer," he boasts.

With the advent of TV, Irving Mack figured his backlog of experience qualified him to make titles for TV shows, as well as complete commercials. He launched a promotional campaign in the TV trade press and unloosed a barrage of his best sales letters.

One of his first TV accounts was KoolVent Awnings. He animated a series of still photographs of KoolVent's manufacturing process for its TV show over WBKB (TV) Chicago. The animation gave a feeling of action and motion to the stills by means of a special film process which he developed in his own laboratories. A one-minute commercial was produced for $45.

Using his efficient film trailer "assembly line," which operates day and night, he made a "roll-down" of 52 names and show titles for the opening and closing of a half-hour TV show for $25. A one-minute sound movie was produced for $150.

The list of TV producers using Filmack is growing as agencies and stations learn that Irving Mack's rapid techniques make it possible for them to buy his tricky film productions for less money than they can produce static cards or slides. Mr. Mack emphasizes, however, that he'll never tackle "big" TV productions.

Policy Explained

"We're not Cecil B. DeMilles. We're not Walt Disneys," he insists. "All we offer are high quality - low budget productions with extra quick service."

Mr. Mack and Belle Harris of Chicago were married 32 years ago. Their three sons—Joseph, 29; Bernard, 27; Donald, 23—saw action in World War II, and each was decorated with the Order of the Purple Heart. Each pursued different courses at college (Joseph at Loyola; Bernard and Donald at Northwestern) to prepare them for separate and distinct duties at the Filmack shop, where, their Dad hopes, they will one day "take over."

Mr. Mack, who represented *Film Daily* in Chicago for some time, is a familiar figure on Chicago's Wabash Ave. "film row," where he has spent most of his business career. He is a national representative of the Variety Club and holds memberships in the Tub Thumpers, Covenant Club of Chicago, Prudence Lodge of the A.F.A.M., and B'nai B'rith.

FCC FREEZE

Dr. DuMont Urges Action In WDTV (TV) Talk

LIFTING of the FCC freeze on TV to permit development of a "truly competitive television transmission system" on a nationwide basis was advocated by Dr. Allen B. DuMont, president of Allen B. DuMont Labs., in an address Tuesday at the first anniversary dinner of WDTV (TV) Pittsburgh (see TELEFILE, page 4).

Dr. DuMont was principal speaker at the dinner. Comdr. Mortimer W. Loewi, director of DuMont Television Network, welcomed dinner guests on behalf of the network, and Donald A. Stewart, WDTV general manager, on behalf of the station. Larry Israel, sales director, introduced speakers, including Herb Akerberg, CBS vice president in charge of station relations, and Sol Taishoff, editor and publisher of BROADCASTING-TELECASTING.

The first and most important TV problem, Dr. DuMont said, is to provide more channels for black-and-white television so all major markets will be properly served. He cited Pittsburgh as "a prime example of the extreme necessity of settling quickly this problem of allocating new channels and issuing new construction permits." Of 58 markets having TV, 39 or 67% have only one station because of the freeze, he added.

By 1951, Dr. DuMont predicted, 25% of all Pittsburgh families will have TV sets despite the one-station limitation. Black - and - white should be allocated now, letting color come when it is "more completely perfected and when lasting standards of quality and performance can be adopted," he insisted.

Charging that the FCC is trying to cram color down the industry's throat, he said he believes "it will be 10 years before we can have a nationwide system of color television equal in quality, reliability and comparative cost to our present black-and-white system."

At a news conference Dr. DuMont predicted 75% of homes will have TV receivers within five or six years. He said WDTV hopes to have programs originating from local studios by autumn. The station will welcome TV competition in the city, he explained, because it will stimulate set sales and business.

PACKARD TV

Places Horton on ABC

PACKARD MOTOR CAR Co., Detroit, through Young & Rubicam, New York, will sponsor Edward Everett Horton in a half-hour TV show on ABC-TV starting March 23. This marks Packard's first use of television.

The production, as yet untitled, will have a mythical hotel for its setting. Rights have been acquired to all of Gordon Jenkins' compositions, including the musical vignettes, which will form a musical basis for the weekly telecasts. Mr. Horton will play the role of Hotel Manager. Monte Proser will be in charge of production.

ABC FILM PACE

'Crusade' To Show Profit

ABC's $400,000 film series *Crusade in Europe*, based on Gen. Dwight D. Eisenhower's book, may turn out to be a profitable venture for the network if it can continue to market the 26-week series at the present pace.

The series, first sponsored by *Time* magazine on its initial run, is now in its second run on a syndicated basis. More than 30 stations have bought it, 15 of which are running it sponsored. It is expected that the second run income will add $130,000 to ABC coffers.

ABC will have the right to a third run of the series. If it can duplicate the income of the present series, it was acknowledged by Ludwig Simmel, in charge of ABC cooperative sales, ABC will show a profit on this venture, which was regarded last May as the most ambitious film series made to date for television.

The film is being released to stations on a sustaining basis at 25% of their network rates and on a commercial basis at 50% of their national evening rates. The latter, depending on location, ranges anywhere from a low of $75 to a high of $1,000.

Mr. Simmel said that when *Crusade* was first offered as a syndicated series in December, sales were slow. Most purchases of the series came in during the past three weeks and are still coming in, he said.

TV PACKAGERS

Face Talent Problem

ONE of the biggest problems advertising agencies have experienced in dealing with television packagers is that the shows presented too frequently depend on talent that can't be delivered, Sylvan Taplinger of Kenyon & Eckhardt, last week told a meeting of the Television Writers Group in New York.

He cautioned writers against planning shows that depended on stage or screen stars whose contracts make television appearances impossible.

At the same time, he emphasized, a show idea without talent is seldom good enough to clinch a sale for an independent packager.

Because of the talent problem, he said, agencies prefer to deal with established package firms and the networks rather than with individual packages. However, a person with an exceptional idea who can not deliver the talent may sometimes sell his idea to an agency on a royalty basis, he said.

Irvin Paul Sulds, president of Irvin Paul Sulds Inc. and president of National Society of Television Producers, said that television is currently in an era of low-budget shows because of inadequate circulation to justify a sponsor's spending more. He looked to the lifting of the FCC freeze before circulation would expand.

Te-Ve

Drawn for TELECASTING by John Zeigler

"He always turns it off three minutes before the hockey game ends so as to not get caught in the crowd!"

NEW TV STUDIO

To Animate Video Films

BILL STURM Studios has been organized to produce art work and animation for television, commercial and educational motion pictures and slide films. It also will produce live action pictures.

The firm is comprised of Bill Sturm, Crestes Calpini and Albert D. Hecht. Office will be at 53 East 9th St., New York.

Mr. Sturm has worked at Max Fleischer Studios, Walt Disney, Fletcher Smith Studios and Loucks & Norling. Mr. Calpini, a former president of Screen Cartoonists Guild, worked at Famous Studios.

Mr. Hecht, a member of the production committee of the National Television Film Council, has been an account executive for such TV film accounts as Botany Mills, Lucky Strikes, Sheffield Dairies and others.

Telestatus

(Continued from Telecasting 6)

picture such programs as *Hopalong Cassidy*, seen Sunday afternoon with very little competition, and *Super Circus*, in a similar situation, appear high up in the rankings.

Washington's Top 10 television programs for the week of Jan. 8-15 are reported by ARB as follows:

1. Texaco Star Theatre	67.9
2. Hopalong Cassidy	51.1
3. Godfrey & Friends	47.1
4. Toast of the Town	46.3
5. Stop the Music	44.5
6. Super Circus	44.0
7. Amateur Hour	42.1
8. Frontier Theatre	*41.5
9. Fireside Theatre	40.6
10. Boxing (N. Y. Fri.)	38.4

* Mon. through Sat. average.

TELEVISION Workshop, sponsored by WMAL-TV Washington and American U., that city, currently being conducted for 15 weeks in station's studios. Enrollment is limited to 20 persons with radio or motion picture production experience. Course being conducted by Van Beuren W. DeVries, WMAL-TV producer.

Well! Well! Well!

LOOK WHO'S HERE! THE MOST-WELCOME GUEST HAS ARRIVED! THE PARTY CAN GET GOING GOOD NOW.

He's not a big high-pressure tycoon (50,000 W.), nor is he a loud-shouter (250 W.). He's just a guy everyone knows—and likes tremendously.

He's **WKRC**, dominating the evening field in Cincinnati.

HOOPER SHARE OF AUDIENCE NOV.-DEC.-1949
EVENING, SUN. THRU SAT., 6:00 P.M.-10:30 P.M.

Sets-In Use	Sta. A	Sta. B	WKRC	Sta. C	Sta. D	Sta. E	Sta. F	FM-TV Others
37.4	9.2	8.0	25.1	22.6	Day Only	9.9	Day Only	25.1

What about TELEVISION?

Hasn't made a bit of difference. Though tee-vee has grown by leaps and bounds in Cincinnati, **WKRC** continues to grow, to attract more listeners every day.

Yes, it's no wonder Cincinnatians are saying: *"More of our friends and neighbors listen to WKRC than to any other Cincinnati radio station."*

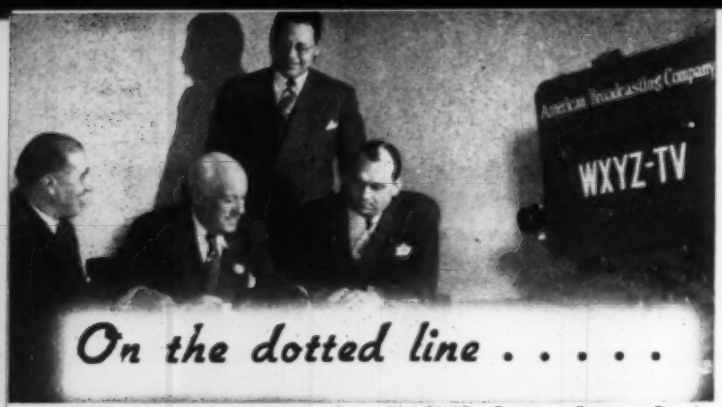
WKRC

CBS IN CINCINNATI

Nationally Represented by the KATZ AGENCY

Radio Cincinnati Inc. WKRC(AM) . . . WKRC(TV) . . . WCTS(FM)

Affiliated With Cincinnati Times-Star



PARTICIPATING in presentation of a Ford franchise to Detroit's Walker Motors, telecast on Walker-sponsored WXYZ-TV wrestling show, are (l to r), Gil Schaefer, pres., and Tom Walker, v. p., Walker; Larry Doyle, Ford regional sales mgr.; Eric Williamson, Ford Detroit asst. sales mgr.

PLACING Greater Boston Pontiac Dealers Assn. sponsorship of Roller Derby on WNAC-TV Boston are, seated (l to r) Linus Travers, WNAC-TV v. p.; Latham Clark, N. E. Pontiac mgr.; Dudley Talbot, pres., Greater Boston Pontiac Dealers; standing, George Steffy, WNAC-TV, Wm. J. Small, Small Agency.

GREATER Cincinnati Ford Dealers contract for a variety program on Crosley Corp. outlet WLWT(TV) Cincinnati. Seated (l to r): Daniel Bauer, Lou Bauer Inc.; Samuel M. Levy, Ford Dealer. Standing: James Davidson, Fuller Automobile Co.; Bill McCluskey, WLWT; Jack Lester, Ford Co.

IT'S smiles all around after hair stylist J. Baldi (r) contracts to continue for another 26 weeks his participating spots on the Gibson & Pierce *Holiday House* program over WTVJ (TV) Miami, Fla. Congratulating him are Alex Gibson (l) and Jackie Pierce, stars of the show.

COMPLETING contract for Pilot Life Insurance Co. sponsorship of *Crusade in Europe* on WFMY-TV Greensboro, N. C., for 26 weeks are Norman Gittleson (l), WFMY-TV account executive, and C. R. Andrews, Pilot advertising manager. Contract became effective Jan. 12.

TO Ald De Dominicis (l), secretary-treasurer of WNHC-TV New Haven, Conn., goes the distinction of being the first to complete arrangements for an NBC television affiliation contract for 1950. The ceremony is witnessed by E. B. Lyford of NBC-TV stations relations department.

COLLEGE TV STUDIO

WSYR-TV To Transmit Syracuse U. Programs

OWNING and operating its own TV studio, with programs to be transmitted by WSYR-TV Syracuse, Syracuse U. is entering the field of television, Chancellor William P. Tolley announced Saturday. Studio construction is slated to begin shortly on the Syracuse U. campus.

Syracuse U., Chancellor Tolley pointed out, becomes the first institution of higher learning to embark on a full-scale cooperative venture in television training and programming. He said the university is making extensive plans for the development of TV in the fields of adult education and public service programming, training of personnel and research.

Planned 10 Years

Chancellor Tolley said that TV at Syracuse U., planned for 10 years, has been made possible through funds held in reserve for the purpose by the university for many years and through WSYR-TV which has offered its transmitter for telecasting university programs. About four years ago, he stated, WSYR-TVgranted funds to the university for television research. The station also will finance the link to its transmitter and will defray a portion of the costs of studio operation.

Citing the cooperation between a commercial television station and a large urban university, Dean Bartlett of Syracuse U. said: "We believe that the plans that have been drawn for television at Syracuse U. are among the most significant developments of what promises to be the most vital area of mass communication."

Programs of the university will originate in its present Studio "A" and will go by coaxial cable and relay to the WSYR-TV transmitter at Sentinel Heights. Beginning March 1, Prof. Kenneth G. Bartlett, director of the radio-television center, expects to broadcast a minimum of three hours of live talent programs each week from the studios.

Commenting on the school's plans, Col. Harry C. Wilder, president of WSYR-AM-FM-TV, said: "For many years the support of WSYR for the AM and FM educational broadcasting of the radio center at Syracuse U. has been recognized in industry and educational circles as a pioneering example of the mutual benefits commercial broadcasters and educational institutions can and should gain by close and friendly association.

"Just as we have taken pride in our small part in the development of Syracuse U.'s radio center under Chancellor Tolley and Dean Bartlett into the outstanding educational radio center in the nation, so we are glad to move on into this great, new field of television with so progressive and vigorous an educational institution."

Facilities will include a three-camera chain and film camera although use of film will be chiefly incidental to the live programs. Arrangements also are being made for the pick-up of remote events from various strategic campus locations such as the stadium and lecture and concert auditoriums.

PROGRAM TAGS

Asks FCC To Require Notice

FCC WAS ASKED last week to require television stations to announce at the beginning of each program whether it is (a) live, (b) film, or (c) kinescope recording. The request came in a letter from Charles W. Curran of New York, who said he was not employed in television but was writing as a "television viewer."

He said the quality of each type of origination varies, with "kinescoping being about one-third as satisfactory as live programming." If viewers were told in advance what type each program would be, then needless adjustment of sets might be reduced, he said. The change he requested would involve amendment of Sec. 3.688 of FCC's Rules, dealing with "mechanical reproductions."

WHAT BASIC MARKETING FACTOR is used by radio and TV manufacturers?

Every single one of the five largest producers of radio and tv sets uses—as a basic marketing factor—"% of U.S.A. Potential" from—

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

WOR-TV Weather Aids

WOR-TV New York, which has installed a thermometer and wind velocity indicator on its 810-foot tower in North Bergen, N. J., at a point 1,000 feet above the Hudson River, has started furnishing weather information to the New York Weather Bureau. The WOR-TV installation is the highest point from which the New York Weather Bureau will receive regular official reports.

RELAY LICENSES

Renewals to Crosley, Philco

EXTENSION of licenses to April 1 was given by FCC last week to two experimental TV relays used by Crosley Broadcasting Corp. and 10 similar relays used by Philco Television Broadcasting Corp. But both firms were informed that in the future they will have to prove common carrier facilities are inadequate.

Crosley uses the relays to interconnect its WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, Ohio, while Philco uses its relays between New York and Philadelphia in connection with its WPTZ (TV) in the latter city.

FCC pointed out that this policy was consistent with that announced in the overall television interconnection and rates proceeding which has been underway for more than a year. The Commission ruled in late December that AT&T by March 1 must allow interconnection of its inter-city TV relay facilities with those of private telecasters until the FCC finds that the common carriers have ample facilities to fill this need [TELECASTING, Dec. 26, 1949].

Denies Three Others

Meanwhile, last week FCC denied license renewal to three other experimental TV stations owned by Philco because they are operating in the commercial TV band on 204-216 mc and Philco "has had ample time to apply for frequencies allocated for TV auxiliary broadcast stations." The Commission also denied further temporary extension of license beyond March 1 to Don Lee Broadcasting System for its experimental TV station KM2XBA (formerly W6XDU) Los Angeles because Don Lee, "despite notifications, has not sought removal to a properly allocated band from its present frequency 310-318 mc."

Regarding its policy on experimental television relays, FCC told Crosley and Philco:

As you may be aware, in its report of Feb. 20, 1948, in Docket 6651, the Commission announced its policy of authorizing intercity television relaying by microwave relay for operation by television broadcasters only until such time as common carriers have adequate intercity television relay facilities available to meet the needs of broadcasters for intercity television transmission services. This policy was recently restated by the Commission in its report issued on Dec. 23, 1949, in Docket 8963 * * * * * *. In the latter report the Commission stated that it would maintain a continuing review of such authorizations with a view to termination thereof upon the availability of adequate common carrier facilities. It was noted in this regard that consideration would be given to the opportunity broadcasters may have had to amortize their investment in such facilities.

In order that the Commission may effectuate the above policy it will be necessary for all applicants for authority to operate intercity television relay stations and for renewal of such authorizations to obtain and furnish the Commission full information with respect to the ability of common carriers in the area involved to meet the requirements for intercity television transmission services which the operation of the television relay stations in question is designed to meet. Such requirements should be presented to the appropriate common carriers in writing together with a request for a statement with respect to the ability of such common carriers to provide the required service. Copies of all such correspondence, including the replies received from the common carriers and any comments which the applicant may wish to make in the matter should be forwarded to the Commission at the earliest practicable date.

1950 January 30 1950

Call Frazier & Peter re: Solution to sales problems

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173

'PETRY SET'

Clients See Films On Screen

WHAT LOOKS LIKE a custom-made TV set in the recently opened television clients' room at Edward Petry & Co.'s Chicago office is not a set at all. The blonde mahogany cabinet, with "built-in" speaker, is a device for showing, in their natural setting, films destined for commercial TV.

Hidden in a small room adjacent to Petry's plush television lounge, in the Wrigley Bldg., is a Bell & Howell 16mm sound motion picture projector which flashes its picture on the special rear projection screen of the "TV set" through use of a mirror in a small porthole in the separating wall.

The novel way of presenting TV advertising to agencies and prospective advertisers was developed by Chicago executives of the radio and television station representative firm after they discovered that advertisers have difficulty in visualizing TV programs and announcements, and that the company itself has trouble in presenting a clear enough description to push through sales.

* * *

At left is a photo diagram of the projector located behind the wall and the viewing set. At bottom, a simulated television showing is viewed in the clients' room by (l to r): Holly Shively, Ruthrauff & Ryan; Jane Daly, Earle Ludgin & Co.; Clair Callihan, Leo Burnett Co., and Bruce Bryant, Edward Petry & Co.

Heretofore, the only way an advertiser was able to see in advance what film programs or announcements he was buying — as they would look when actually telecast— was to arrange a viewing at a TV station off the monitor line at a time when the station was not on the air.

Several Chicago agencies already have brought clients to the Petry viewing room, and the company is urging all those interested in commercial TV to make use of this so-called "simulated television" as a spur to sales.

Equipment Explained

In addition to the projector, equipment behind the "Petry set" includes a splicer, 16-inch turntable, microphone, slide projector, and tape recorder, thus enabling the company to simulate any type of telecasting—live voice behind film or slide, wax behind film or slide, etc. The "mike" assembly also permits ad-lib interpolations through the loud speaker while a film is being shown.

The Petry firm plans to have a similar installation in its new headquarters on the top floor of 488 Madison Ave., New York, expected to be ready in March, and eventually identical set-ups in all of its eight offices.

BASEBALL TV

Eastside Buys in West

LOS ANGELES Brewing Co., Los Angeles (Eastside Beer), through Lockwood-Shackelford Adv., that city, will sponsor half this season's telecasts of both the Los Angeles Angels and Hollywood All-Stars home baseball games on KFI-TV and KLAC-TV, respectively. Both are Los Angeles stations.

Sponsorship cost for the alternating games on KLAC-TV is $60,000, with KFI-TV price reported as between $40-45,000.

Langendorf United Bakeries, San Francisco, through Biow Co., that city, is paying $42,500 to sponsor half the AM broadcasts on an alternating games basis on KLAC starting March 28.

THEATRE VIDEO

Planning Unit Underway

NATHAN L. HALPERN, television consultant to Fabian Theatres, and Robert H. O'Brien, secretary-treasurer of United Paramount Theatres in charge of television activities, have been named co-chairmen of the theatre television planning committee of the Theatre Owners of America.

In their new posts, Messrs. Halpern and O'Brien will direct and coordinate the preparations among film exhibitors for the forthcoming theatre television channel hearings before the FCC. Marcus Cohn, TOA television counsel, will work closely with the two co-chairmen.

Best Buy In Booming TV Market . . .

With eight TV stations in the three-city market of Cincinnati, Dayton and Columbus . . . the three WLW - Television stations (WLW-T, Cincinnati; WLW-D, Dayton; WLW-C, Columbus) receive 44% of all viewing from 11:00 a.m. to 11:00 p.m., Sunday through Saturday.

While WLW-TV rates remain unchanged, the number of sets continues to skyrocket—97,600 on Dec. 1, 1949, to 132,200 by Jan. 1, 1950, in this three-city market.

WLW-TELEVISION

Crosley Broadcasting Corporation

CINCINNATI 2, OHIO

PHONEVISION

McDonald Answers Storer

THE public is willing to pay for "good movies on television," Comdr. E. F. McDonald Jr., president of Zenith Radio Corp., last week wrote George B. Storer, president of the Fort Industry stations. Mr. Storer had suggested Comdr. McDonald was performing a disservice to TV and the public by advocating Phonevision [TELECASTING, Jan. 23].

"Your Jan. 11 letter reminds me of the movie producers of 1925 who ridiculed and resisted the advent of talking pictures, and were later bailed out of depression and led to new heights of prosperity by the very talkies they had derided," Comdr. McDonald wrote.

Mr. McDonald

"We have never told anybody that he should not go into television because it is going to cost him too much money, nor have we ever suggested that Phonevision is going to make the public pay for television programs which they now receive free.

"On the contrary, we have made every effort to have broadcasters and the public understand that Phonevision is a supplementary service, just as phonograph records are to phonograph radio combinations, except, that it is going to increase broadcasters' revenues instead of cutting into their audience as do phonograph records played at home.

Support Factor

"You know as well as I that the public will pay for anything that it wants, and you also know that if television is to depend entirely upon advertisers for support it can never present first-run movies and many other high-cost entertainment features.

"You also know that the public wants to see good movies on television, and you should know, if you don't, that in survey after survey the public has indicated its willingness — nay, eagerness — to pay for seeing them.

"You say that your television stations are earning a modest profit. Congratulations! FCC reports that last year television broadcasters lost $15,000,000, and it is no secret that losses from television have in many cases sharply reduced or erased entirely the profits from highly successful AM operations.

"The fact is that nobody, until very recently, had thought to make a study of what television is actually going to cost. I am indebted to Senator Wheeler for sending me a copy of the first study of this type I have seen. It is titled 'Television' and was prepared by the Faught Co. of New York. If you wish, I shall gladly send you a copy."

Comdr. McDonald said Phonevision would provide revenue TV broadcasters badly need—a return "always greater than the sale of the same amount of time to advertisers." It would provide means to expand TV into areas that can't support stations today, he said.

CHRYSLER SHOW

Strike Slows TV Debut

CHRYSLER CORP. (Dodge Motor Div.), Detroit, through Ruthrauff & Ryan, New York, is considering sponsorship of an hour-long TV show called *Make A Hit With America* which it was hoping to put on in April. The current strike in Detroit may delay the starting date.

The program itself will combine the American National Theatre Academy package with another owned by Martin Gosch called *Make A Hit With America*. The program will be a variety show and will use the stars of ANTA.

The agency is looking for a Sunday spot on one of three networks, NBC, CBS & ABC, so that performers in current Broadway vehicles can appear on the television show.

Howdy Doody Patent

HOWDY DOODY, freckle faced puppet star of the NBC Television Network, is now No. 156,687 in the U. S. Patent Office—one of the first video characters to be patented. According to the patent, he is designed by Robert Y. Allen, Pacific Palisades, Calif., and Melvin Shaw, Beverly Hills, Calif., assignors of the patent to NBC.

WORLD MARKET

RMA To Show American Units

FIRST U. S. effort to gain an international market for TV sets and equipment was taken last week when Radio Mfrs. Assn., at State Dept. request, named industry committees to arrange a demonstration of American TV between March 27 and April 7.

RMA will conduct the demonstration for a group of European experts comprising Study Group 11 of the International Radio Consultative Committee (CCIR). This committee met last July in Zurich, Switzerland, to consider international television standards. RMA and several U. S. manufacturers were represented. The State Dept. asked Group 11 to inspect U. S. television in operation.

Nations in the group are Austria, Belgium, Czechoslovakia, Denmark, France, Hungary, Italy, The Netherlands, Sweden, Switzerland, United Kingdom, Yugoslovia and United States. French and Dutch demonstrations will be held April 20-25 in Paris and Eindhoven, with a British demonstration April 27-May 4 in London.

RMA last week recommended membership of a host committee and administrative subcommittee, to be named by the State Dept. It appointed a technical subcommittee under Dr. W. R. G. Baker, General Electric Co. and RMA Engineering Dept. director. The technical group will meet tomorrow (Tuesday) at IRE headquarters in New York.

Willard L. Thorp, Assistant Secretary of State, said in a letter to RMA President Raymond C. Cosgrove that certain foreign nations are trying to obtain approval of TV standards differing materially from the U. S. standards. "It is hoped by the contemplated tests," he said, "to demonstrate the effectiveness of U. S. standards. Certainly, the formalization of standards which are not compatible with U. S. standards, even though designed for the European region only, would produce a most unfortunate influence in Latin America and might cause considerable delay in the establishment of satisfactory international standards for the Western Hemisphere."

HITS FREEZE

Hollywood Group Asks Action

PROTESTING further continuance of FCC's television freeze as "definitely not in the public interest," the Society of Television Engineers, Hollywood, has called upon FCC Chairman Wayne Coy for action.

Written by Camerson Pierce, STE president and technical operations supervisor of KECA-TV Hollywood, the communication, dated Jan. 19, cited six major reasons for a thaw:

1. The original intent of the "freeze" was to allow time to re-study the VHF allocation problem. Ample time has already elapsed for this study, and we believe the Commission now has in its possession adequate facts to readily permit this reallocation of the VHF band.

2. The UHF band can be allocated immediately or later but the VHF channels can be allocated now with due regard to UHF allocation problems. Our group feels that insofar as possible VHF and UHF channels should not be allocated to the same service area. It is recognized that this ideal cannot be realized completely. Again, however, there are enough facts to establish immediately the VHF allocation.

3. The public interest is being directly damaged by the "freeze" because many people who want TV now cannot obtain this excellent and educational entertainment medium. Many areas have no service and cannot obtain it as long as the "freeze" persists. Certain areas are served by one station only, limiting the program quality and service available to viewers in these areas. Further it is not apparent why the "freeze" was not terminated long ago for the West where serious allocation difficulties do not exist.

4. The "freeze" is preventing the establishment of true television networks both on an interconnected and non-interconnected basis. Networks need affiliates in order to establish better programs and to improve their service to the public.

5. The arbitrary limitation on the growth of television artificially limits the producton of television receivers in the country and consequently slows down the improvements in design which higher and higher production automatically contributes to a product such as a television receiver. Not only are improvements in design held back, but price reductions dependent on high production are retarded. This is definitely against the public interest.

6. The color problem has really been made a part of the allocation study, and it is, in our opinion, wrong to continue the intermingling of these two problems. It is agreed that a compatible color television system is needed. Therefore, color should no longer hold up the progress of black and white television by the artificial retarding effect of the freeze. The public is being confused and not helped by the many press releases which are continually emanating from Washington on color. This complicated and confusing subject should not be allowed to extend the "freeze" when the latter was originally imposed not because of color television considerations, but for very different reasons. As pointed out previously, the information needed to settle the original problems of the "freeze" is now available and definitely should be used.

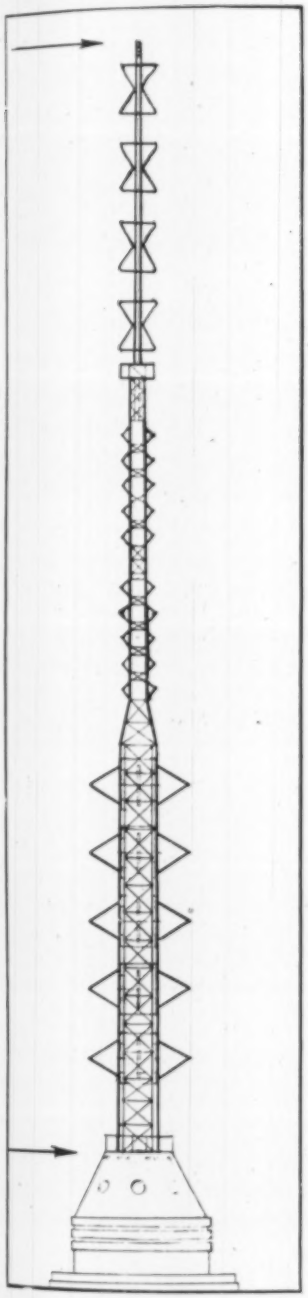
EMPIRE STATE

Multiple-Use Tower To Be Built

TELEVISION will add another 199 feet to the world's tallest building, the Empire State Bldg. in New York, when a multiple-use video tower is installed later this year. The structure will provide New York telecasters with the highest telecasting transmission point along the Atlantic Seaboard.

Announcement of the alteration in New York's skyline was made last Monday by Joseph H. McConnell, president of NBC, and Lt. Gen. Hugh A. Drum, president of Empire State Inc.

Gen. Drum's organization will finance the addition, which, at a cost estimated at half a million dollars, will be the first major alteration to the building since it was opened in 1931.



IN this architect's visualization of the proposed Empire State Bldg. tower, the lower arrow indicates 1,300 feet above sea level; the upper arrow, 1,499 feet.

The tower will be an integral part of the building's structural frame and bring the height of the Empire State to 1,499 feet above sea level or 1,449 feet above the street.

It will afford space for simultaneous transmission by NBC, ABC and such other telecasters who wish to lease facilities from Empire State. WJZ-TV, ABC's New York station, the first new tenant, will move into the new location from its present Hotel Pierre site in a matter of days, it was announced by Mark Woods, vice chairman of the ABC board. WPIX (TV) and WABD (TV) are negotiating to join WJZ-TV as new tenants.

WNBT (TV), NBC's New York station, will continue at the location.

Use of the building as a video transmission point started in 1931, when the late Gov. Alfred E. Smith, then president of the building, and Gen. David Sarnoff, RCA board chairman, concluded an arrangement enabling NBC to have an exclusive lease for TV transmission from the site.

NBC's Franchise

NBC continued to enjoy that exclusive franchise until expiration of the lease last year. Consideration was then given to opening the site as a common transmission point for several stations on a share-the-cost basis.

Main advantages spoken for the common location are its height and centralized character. The height is a vital factor in clarity and range of television vision. Centralization of transmitters of several telecasters at one site is regarded as important because it will make it possible for all local video receivers to be oriented to one location for all stations using the tower.

Actual construction is expected to take seven to eight months, including dismantling of the present 61-foot antenna used by WNBT since 1946. WNBT service will not be interrupted in the interim as it has installed a temporary antenna.

Design of the new structure and antennae will be supervised by a committee consisting of O. B. Hanson, vice president and chief engineer for NBC, and Dr. Frank G. Kear, of the engineering firm of Kear & Kennedy, Washington, D. C., which represents Empire State. Consultants to the committee will be the firm of Shreve, Lamb & Harmon, architects who designed the building, and Starrett Bros. & Eken who constructed it.

ABC meanwhile announced that the 26-block move from its Hotel Pierre transmission point to Empire State will require little or no changes or adjustments of receiving set antennae.

Its WJZ-TV will begin operations with a single element super-turnstile antenna from the building until a new specially designed antenna is delivered. The new job will have a diameter of 14 feet and will consist of a number of individually connected antenna segments.

ABC also has leased 3,200 square feet of space on the 85th floor of Empire State, where the network engineers already have completed the necessary wiring, duct work and transmission line installations, so when the temporary transmitter makes its mile-and-a-quarter journey it will be ready for connection.

COMPLETING arrangements for new TV antenna atop the Empire State Bldg. are (l to r): Gen. Drum, Mr. McConnell, Mr. Woods and Lt. Gen. Cornelius Wickersham, attorney for Empire State Inc.

REED NAMED

To NBC-TV Sales Post

FRANK J. REED, with NBC since 1934 except for war service, has been named manager of the network's recently created television sales department.

Under Mr. Reed will be three units: Special service, headed by Mary Alcombrach; traffic, headed by Hamish McIntosh, and financial, headed by John J. Weir.

CBS WARDROBERS

Unit Votes for IATSE Local

TELEVISION wardrobe attendants at CBS voted last week in an NLRB election to make IATSE Local 764 their bargaining agent. Simultaneously, CBS make-up artists and hair stylists voted for IATSE Local 798.

Negotiations are expected to begin for the groups after an election for wardrobe attendants at NBC. At NBC, make-up artists and hair stylists already have voted for Local 798.

WHAS-TV Gets GE Unit

GENERAL ELECTRIC Co. has shipped a 12-bay superturnstile television antenna to WHAS-TV Louisville, the company has announced. This is the second such giant antenna to be manufactured by GE within the past few months. KRLD-TV Dallas, GE said, recently installed one of the largest low-band antenna ever built—a six-bay GE unit. Other GE equipment supplied the station includes a 5 kw channel transmitter, two film channels, two 16mm projectors and miscellaneous studio equipment.

WHEN TEST CITIES ARE PICKED, where do agencies get basic data?

Mr. Barrett Welsh, Research Director of Foote, Cone & Belding gives the standard answer among agency men: "Any time we need current market information for the selection of test cities, we refer to—

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

Film Report

GILFORD-SCHLICTER Productions has been formed in Hollywood by **Max Gilford** and **Karl Schlicter** for production of TV film shows. . . . **Mysterioso Blatz**, animated beer bottle that turns into magician and performs feats of magic, is feature of new one-minute TV spot produced by **Sarra Inc.**, for **Kastor, Farrell, Chesley & Clifford**, New York. Ninth in series for **Blatz Brewing Co.**, Milwaukee, spot was created and photographed by **Red Cox** and **Robert Jenness** of Sarra's New York office.

Robert J. Enders Advertising, Washington, D. C., has named **Robert L. Friend** as film director. Appointment was made in conjunction with expansion of completely equipped film department within agency. Enders agency now is able to produce film quickly and clients placing spot announcements can be supplied with new and different material each week, according to Robert J. Enders, president.

Bernard Howard, former owner of Howard Radio Productions, Chicago, named sales manager of **Filmack Film Trailer Corp.'s** newly-expanded TV production department, same city. Mr. Howard was creator of *Name the Movie* on ABC. . . . Telephone number of **Fran Harris Productions**, new TV firm in Hollywood, is Gladstone 5781. . . . **Dr. Raimundo A. Molina** of Venezuelan Film Action Committee, presently in U. S. for editing conference with **Princeton Film Center**, Princeton, N. J., producers of series, *Venezuela on the March*, to be released to Venezuelan theatres this year.

Commonwealth Film & Television Inc., New York, has acquired 18 feature films for television release, including "I Cover the Waterfront," "Transatlantic Merry-Go-Round," starring Jack Benny, and "Red Salute." . . . **Kling Studios**, Chicago, is completing two 20-second spots for **Chicago Electric Assn.** Recent business includes production of two one-minute and one 20-second commercial for **Chicago Western Corp.** (Pinafore Chicken); three for **Orange Crush Co.**, Chicago (Old Colony ginger-ale); spots for **Standard Oil of Indiana** and **Magnavox**; six-second station break for **Consolidated Royal Chemical Co.**, Chicago (Krank's shaving cream). Agency for Consolidated is **Ruthrauff & Ryan** same city.

Alexander Film Co., Colorado Springs, Col., held annual mid-winter sales convention early in January. Rapid development of TV and vast market created in past year for short length advertising films was discussed. Film company says it is currently supplying some 24,000 advertisers throughout country.

KDYL-TV and **KSL-TV** Salt Lake City signed by local **Sears-Roebuck & Co.** store to telecast series of 13 one-minute commercials prepared by **Mercury International**, Laguna Beach, Calif. Series being made available to Sears stores in Chicago, Detroit and Cleveland. Agency: **Mayers Co.**, Los Angeles. New TV film series production is planned for early this year for department store.

United Productions of America, Burbank, Calif., has opened eastern division of firm in New York at 521 Fifth Ave. According to **Stephen Bosustow**, president, new offices are part of firm's long-term expansion plans. **Edward L. Gershmann**, formerly business and production manager is vice president in charge of new division. Elaborate studio addition for Burbank headquarters at 4440 Lakeside Drive is planned early in spring.

'FLOATING' STUDIO

WGN-TV Opens New Unit

A "FLOATING" television studio 34 feet wide, 50 feet long and 22 feet high has been opened by WGN-TV, *The Chicago Tribune* video station, in the new WGN Bldg. adjacent to Tribune Tower. The studio is one of three exclusively TV units which eventually will be used in the new building. WGN announces that its main Studio 1A, scene of *Chicago Theatre of the Air* productions, with a seating capacity of 400, will be closed Feb. 5 for TV modifications also.

The new floating unit rests on rubber bags inflated with air and is separated at walls and ceiling from the building proper by a two-inch air gap. A unique feature is an encircling catwalk 15 feet from the floor, where high scenery sets and spotlights are anchored. This releases floor space for other uses.

CHICAGO COUNCIL

More TV Channels Asked

CHICAGO City Council has adopted a resolution petitioning the FCC to allot the remaining three of the city's established seven channels [CLOSED CIRCUIT, Jan. 23]. The council is attempting to strengthen Chicago's position as a creative video center.

Chicago now has four stations—WNBQ (TV) (NBC) WENR-TV (ABC) WGN-TV (*Chicago Tribune*, DuMont) and WBKB (TV) (Balaban and Katz, CBS). Final action on the long-proposed resolution was taken at the last regular council meeting Jan. 20.

COLOR SYSTEMS

AIEE, IRE Hear Goldmark

TECHNICAL, detailed description of the three principal systems proposed for color television was given last Tuesday in Washington by Dr. Peter C. Goldmark, inventor of CBS' field sequential system, before a joint meeting of local chapters of the Institute of Radio Engineers and the American Institute of Electrical Engineers. Audience of 1,500 packed the Commerce Dept. Auditorium where FCC's color TV hearing has been conducted.

Dr. Goldmark

Following the lecture, CBS demonstrated its color TV to the group with a special showing at the Walker Bldg., site of Columbia's public demonstrations during the past month [TELECASTING, Jan. 16]. Dr. Goldmark explained differences between the CBS system and those of RCA and Color Television Inc. He was introduced by Dixon Lewis, chairman of the Washington AIEE chapter, and Harry Wells, chairman of the Washington IRE chapter.

HR&P APPOINTED

Will Represent WDAF-TV

KANSAS CITY STAR Co. has announced apopintment of Harrington, Righter & Parsons Inc., New York, as exclusive national representatives for WDAF-TV Kansas City, Mo., effective Feb. 20. Edward Petry & Co. will continue to represent paper's WDAF (AM).

Dean Fitzer, general manager of WDAF-TV, stated it was the considered opinion of his company that the station's television interests were best served by a representative devoted exclusively to television. The HR&P firm also represents the following television stations: WAAM (TV) Baltimore, WBEN-TV Buffalo, WFMY-TV Greensboro, N. C., and WTMJ-TV Milwaukee.

WANTS 'TRUTH'

Cohen Ad Seeks Color Facts

THE TELEVISION industry was asked last week by I. T. Cohen Advertising Agency, Washington, to "tell the public the truth" about color television. The appeal was contained in advertisements appearing in the capital city's daily newspapers.

Entitled "Color Television . . . When?", the two-column wide and 15½-inch deep advertisement urged the creation of an "unbiased board" including in its membership "all major television manufacturers and a representation of leading distributors and retailers, as well as telecasters themselves" to tell the "truth" about color TV.

The ad, which the agency claimed was published in the "interest of the television industry," explained the "truth" about color TV to be:

That color will some day come to home television screens, just as it came eventually to movie screens; that general transmission of color television will not come this year or next, but is something for the future; that, until color does come, viewers may enjoy black-on-white television with ever-increasing enjoyment; and that, when color television seems near, the people will receive ample notice and all the facts.

Mr. Cohen told TELECASTING that the advertisements' expense was borne by the agency as "our contribution to the television industry." He said placement of the ads was the agency's "own idea" and in the interest and "protection" of those who have invested money in video and for those set owners who have purchased black-and-white receivers. Mr. Cohen said that since the agency handles accounts within the industry, it decided "a statement should be made to the people on whether color TV is here. The public is entitled to true facts." Part of the agency's campaign, Mr. Cohen said, will be to evaluate comments from manufacturers "to see if the ads have any effect." Other advertisements dealing with television will be placed from time to time, he said.

EVENING course in principles and procedures of television will be offered by St. Louis U., St. Louis, beginning Feb. 8.

MEDIA ASSOCIATIONS AGREE on what standard measuring stick for local market potentials?

The Bureau of Advertising, A.N.P.A., the National Association of Broadcasters, Broadcast Measurement Bureau, Magazine Advertising Bureau, National Association of Transportation Advertisers, and the Traffic Audit Bureau all *get their basic figures on local markets from the same marketing guide—*

SALES MANAGEMENT'S "Survey of Buying Power."

(1950 issue May 10: Reservations Close Feb. 17; Copy March 10)

TV FILM & PRODUCTION SERVICES

BRAY STUDIOS, INC.

EXTENSIVE LIBRARY OF

FILMS

(INCLUDING CARTOONS)

Available for television

SEND FOR CATALOGUE

729 SEVENTH AVE., NEW YORK, 19

OFFICIAL TELEVISION, INC.

SUBSIDIARY OF OFFICIAL FILMS, INC.

COMPLETE VIDEO

PROGRAM SERVICE

NEW SHOWS READY SOON.
CONTACT W. W. BLACK

25 WEST 45TH STREET,

NEW YORK 19, N. Y.

LU 2-1700

SHERMAN PLAN, INC.

Consultants to Advertising Agencies and Advertisers on films for television

-PRODUCERS-

TV FILM PROGRAM DISTRIBUTORS

420 VICTOR BLDG. WASHINGTON, D. C.

-STERLING 0780-

TV STATION MANAGERS:
Several cities still open for "THE LORD'S PRAYER"—exclusive personalized TV sign-off spot. Write now for rates and availability!

UNITED WORLD FILMS, INC.

A SUBSIDIARY OF UNIVERSAL PICTURES

37 YEARS' EXPERIENCE
MAKING HIT MOVIES

WORLD'S TOP TECHNICAL AND CREATIVE TALENT!
UNSURPASSED FACILITIES FOR LIVE AND STOP MOTION PHOTOGRAPHY!

Sparkling film commercials. Complete film programs tailored to your cost needs available; features, novelties, sports, science

WRITE . . . WIRE . . . PHONE . . .
TELEVISION DEPARTMENT 8T

1445 PARK AVENUE
NEW YORK 22, N. Y.

Save Time! Save Money!
Low Cost High Powered

FILM COMMERCIALS

"Finest in Film Since 1937"

LABORATORY

FAST 72 HR. SERVICE!

WALNUT 2164

FILM ASSOCIATES, INC.

440 E. Schantz Ave. Dayton 9, Ohio

RKO PATHE, INC.

625 MADISON AVE.

NEW YORK, N. Y.

PLAZA 9-3600

TELEFILM, INC.

COMPLETE FILM PRODUCTION

FOR

TV SPOTS-PROGRAMS

All Production Steps
In One Organization

6039 HOLLYWOOD BLVD.

HOLLYWOOD 28, CALIF.

HOLLYWOOD 9-7205

VIDEO VARIETIES CORP.

TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS

—FROM SCRIPT TO FINISHED PRINT

OWNERS AND OPERATORS OF
WEST COAST SOUND STUDIOS
510 W. 57TH STREET, N. Y. C.

WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES

41 E. 50TH ST., NEW YORK
MURRAY HILL 8-1162

GRAY — O'REILLY

COMMERCIAL SPOTS

FOR TELEVISION

480 LEXINGTON AVE.

NEW YORK

PLAZA 3-1531

SARRA, INC.

TELEVISION COMMERCIALS

MOTION PICTURES

SOUND SLIDE FILMS

NEW YORK - CHICAGO

HOLLYWOOD

TELESCRIPTIONS

ANIMATED TV SPOTS

20-SECOND AND 1 MINUTE

823 VICTOR BUILDING

WASHINGTON, D. C.

STERLING 4650

BROADCASTING - TELECASTING

FILM & PRODUCTION
DIRECTORY
IS PRINTED THE
LAST ISSUE OF
EACH MONTH

GUARANTEED PAID CIRCULATION
EXCEEDS 15,000

Another successful start with DU MONT

KPHO-TV

PHOENIX, ARIZONA

Channel 5

EFFECTIVE POWER:
17.5 KW Visual
8.7 KW Aural

Commencing commercial operation on December 4, 1949, KPHO-TV has joined the ever-increasing ranks of Du Mont-equipped television stations. With its Du Mont equipment, this station is assured of lowest operating costs, finest transmission, and the all-important advantage of being able to expand its facilities in perfect step with its economic progress. Welcome KPHO-TV of Phoenix, Ariz.!

When you are ready for TV broadcasting, investigate Du Mont first! Then compare!

©ALLEN B. DU MONT LABORATORIES, INC.

DU MONT *First with the finest in Television*

ALLEN B. DU MONT LABORATORIES, INC., TELEVISION TRANSMITTER DIVISION, CLIFTON, N. J.

Programs

SHORTLY after news broke of $1,500,000 robbery at Brinks Inc., Boston, Chick Morris, director of special events for WBZ Boston, was on scene. Portable recorder was set up outside vault from which money was taken and with aid of Police Commissioner Thomas Sullivan, Mr. Morris was able to give factual and color ad-libbing from scene. Coverage by WBZ began late Tuesday night (Jan. 17) with telephone recorded interview by Mr. Morris with reporter speaking directly from Brinks. Recording was aired immediately on several WBZ newscasts.

School-Age Children

SUCCESSOR to popular series, *Understanding Our Children*, conducted by WQQW Washington, last year, is new series, *Understanding Our School-Age Children*. Thirteen weekly programs will deal with child guidance and development of age group, 6-12. Show will be aired Wednesday, 2-2:30 p. m., beginning Feb. 8. Studio audience is admitted by ticket only, price for series being $10. Money is donated to CARE. After talks by leading child guidance experts in area, audience may ask questions. Producer and moderator is Amalie Sharfman.

Sports Figures

SPECIAL show conducted by Tom Manning, sports director of WTAM Cleveland, featured headliners in practically every important spectator sport. Called *Sports . . . 1950*, participants told listeners what to expect in sports during year. Speakers and fields they represent were: Ellis Ryan, president of Cleveland Indians, and Hank Greenberg, general manager, for baseball; President Bud Rand and General Manager G. M. Hendy of local arena; Al Sutphin, basketball; Jack Ganson, wrestling; Earl Linz, bowling; W. T. Duggan, amateur baseball; Ollie Downs, amateur boxing; Larry Atkins, pro boxing; Paul Brown and Dan Sherby of Cleveland Browns, football, and Dick Whitmore, golf.

New Department

COMPLETE mobile equipment has been set aside for instant use in case of special news breaks by WTAG-AM-FM Worcester, Mass. New special events department is headed by Announcer Jim Watson. Department is set up to cover news by tape recordings, transcriptions, short wave through mobile unit, direct wire, telephone to studio, written accounts and Mr. Watson's personal reporting. Station has announced that news obtained by this department will be used on first local show aired after event takes place.

Radio Education Goes TV

COURSE in study of contemporary American fiction, currently being carried by WAVE Louisville, Ky., with cooperation of U. of Louisville, extended to WAVE-TV, reportedly first time regular university course has been telecast for credit. Same technique is used in telecasts as was featured in broadcasts with additional emphasis placed on panel of visiting authors. Handbook to aid in following course is available from university.

Transcribed Speech

INFORMAL half-hour address by Kenneth De Courcey, British intelligence expert, was secured on transcription for program on WIBC Indianapolis. Speech, in which Mr. De Courcey warned that Russia is preparing for atomic war in 1952, was heard by Richard M. Fairbanks, WIBC president. He persuaded Mr. De Courcey to make transcription and aired it over station. Many requests were received for repeat broadcast. Stations desiring copies of transcription are invited to contact WIBC which is currently negotiating for series of talks by Mr. De Courcey.

Daily Double

RADIO version of Bingo, with winner on every program, is now aired twice daily on WWDC Washington. Called *Musical Tune-O*, show is m.c.'d by disc jockey Milton Q. Ford and "Richard," a talking parrot. Ed Stern, WWDC assistant program director, produces. Three local business firms, with 14 retail outlets, distribute cards used in game. Participating sponsors are Phillips Radio and Television Co., Ross Jewelers Inc. and E. D. Edwards Shoe Stores. Two-hundred-and-fifty well-known tunes, each with number, are listed on cards which contain 25 numbered boxes, with center box marked "Free." Listener must identify tunes heard on show and check their numbers against those on his card. When five numbers in row are found on listener's card, he calls station and says, "Tune-O." Cards called in are checked by Mr. Ford against master chart and first correct one wins. Three new phones have been installed by station to handle anticipated calls. Show reportedly has been played in cities across nation with success.

Specials from New York

VOCATIONAL guidance program produced by Syracuse U. radio center and currently aired over WSYR Syracuse, moved to New York for two special broadcasts. Programs in series, *So You Want to Get a Job*, were made up of interviews with prominent men and women in various vocations by students who are interested in entering those fields. New York intreviews were with Ed Herlihy of NBC on radio announcing and Mr. and Mrs. Staats Cotsworth on actors and actresses in radio and TV. Programs were tape recorded by Bob Nelson, show's producer, and will be broadcast over WSYR late in February.

Strike Issues Aired

ISSUES bringing threat of workers' strike on transit system in Philadelphia were aired recently in discussion over WIP that city. Mike Quill, International president of Transport Workers Union, and civic figures interested in preventing strike took part in news conference where they were questioned by labor experts, editors of selected local newspapers and reporter from a national magazine. During conference, Mr. Quill announced plans for arbitration, scooping all papers in area. Participants, besides Mr. Quill, were: Bill Mensing, labor reporter for Philadelphia *Inquirer;* Melville Ferguson, editor of *Evening Bulletin;* John La Cerda, *Newsweek* magazine; Clement V. Conole, executive secretary of Philadelphia Chamber of Commerce; former state Senator Jerome H. Jaspen, and Andrew Kaelin, president of local TWU. Dr. Edgar Cale, civic advisor to WIP, was moderator.

Crime News

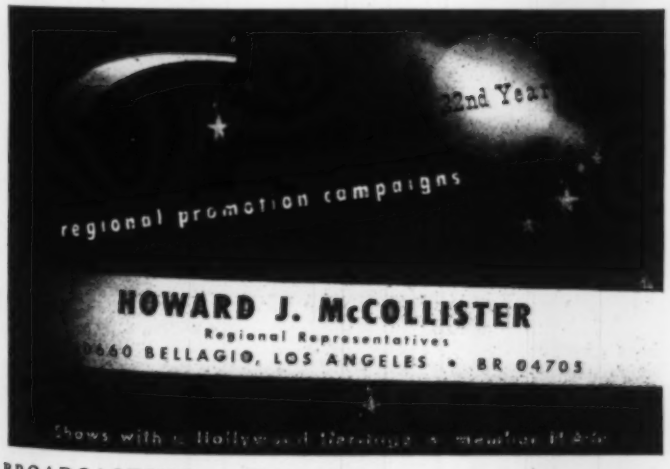
UP-TO-THE-MINUTE crime news is aired daily, except Saturday, at 10:30 p.m. by KMOX St. Louis in its five-minute *Crime Report*. Show is prepared and written in station's news room and based on information gathered from local enforcement agencies. Object of program is to report on progress in apprehending criminals, thus lessening crime and juvenile delinquency. Show already claims number of "firsts" in crime reporting. Hal Stewart is reporter.

Spotter Wins Prize

EACH DAY piece of gag copy is slipped into list of legitimate classified ads aired on *Classifiedettes* over WORZ Orlando, Fla. Alert listener who writes station identifying fallacious advertisement receives chicken dinner or box of candy.

Guest Sportscasters

NEW CLUB has been instituted on *Sports Club*, five-a-week show on WCAU-TV Philadelphia. Bill Sears, conductor of show, reads sports news each evening, then calls Philadelphia youths who have sent cards to station asking to be called. If youngster is able to give correct answer to question which was flashed on screen preceeding night, he becomes a "Junior Sportscaster." Following week he appears on show and reads sports news. Only mail received on day of telecast is used in selecting children to be called that day. Viewers may send in daily postcard, however.



When you can get RCA "Know-How"... why take anything less?

all types of PHONOGRAPH AND TRANSCRIPTION Records

RECORDING
PROCESSING
PRESSING

You get the kind of service you want and the *quality* you need at RCA! Records and transcriptions of every description... slide film and promotion recording facilities. Careful handling and prompt delivery. Contact an RCA Victor Custom Record Sales Studio:

120 East 23rd Street
New York 10, New York
MU 9-0500

445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-2900

1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

You'll find useful facts in our Custom Record Brochure. Send for it today!

First in the Field!
custom record sales
Radio Corporation of America
RCA Victor Division

ACTIONS OF THE FCC

JANUARY 20 to JANUARY 27

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

January 20 Applications . . .

ACCEPTED FOR FILING

Extension of Authority

Highland Park Baptist Church, Detroit, Mich.—Extension of authority to transmit programs to CKLW Windsor, Ont., Sun. 8-8:30 p.m. for period beginning March 10, 1950.

License for CP

WPEP Taunton, Mass.—License for CP new AM station.

KAKC Tulsa, Okla.—License for CP to change frequency, hours of operation etc. using DA-2.

Modification of CP

Mod. CP new AM station for extension of completion date: WPKY Princeton, Ky.; KUMO Columbia, Mo.

Mod. CP new FM station for extension of completion date: WGCH Greenwich, Conn.; WAGA-FM Atlanta, Ga.

License for CP

WLBH-FM Mattoon, Ill.—License for CP new FM station.

License to cover CP new FM noncommercial educational FM station: KLON Long Beach, Calif.; WPWT Philadelphia.

CP to Reinstate

KMFM Monroe, La.—CP to replace expired CP new FM station.

Modification of CP

WCON-TV Atlanta, Ga.—Mod. CP new commercial TV station for extension of completion date to 8-15-50.

WWJ-TV Detroit—Mod. CP commercial TV station to change ERP to 100 kw vis. 50 kw aur.

TENDERED FOR FILING

AM—1280 kc

WANS Anderson, S. C.—CP to change from 1280 kc 1 kw D to 1280 kc 1 kw unl. DA-N.

AM—960 kc

WTCH Shawano, Wis.—CP to change from 960 kc 1 kw D to 960 kc 1 kw unl. DA-2.

Modification of License

KPOF Denver, Col.—Mod. license to provide for operation during specified hours (formerly sharing time with KFKA).

January 23 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

WTVL Waterville, Me.—CP to change from 1490 kc 250 w unl. to 1230 kc 250 w unl.

Modification of CP

Mod. CP new FM station for extension of completion date: KSBR San Bruno, Calif.; WNLC-FM New London, Conn.; WIOD-FM Miami.

KAMC-FM Stillwater, Okla.—Mod. CP new noncommercial FM station for extension of completion date.

License Renewal

KRBA-FM Lufkin, Tex.—Request for license renewal FM station.

Modification of CP

WDEL-TV Wilmington, Del.—Mod. CP new commercial TV station for extension of completion date to 8-23-50.

TENDERED FOR FILING

AM—1320 kc

WRIO Rio Piedras, P. R.—CP to change from 1140 kc 1 kw-D 500 w-N to 1320 kc 1 kw unl.

AM—900 kc

KPLW Plainview, Tex.—Mod. CP to change from 1570 kc to 900 kc and change studio location to Floydada, Tex.

January 24 Decisions . . .

BY THE SECRETARY

Voice of Porto Rico Inc., Area of Ponce, P. R.—Granted license for new remote pickup KA-5040.

WCMW-FM Canton, Ohio—Granted license for new FM station; Chan. 235 (94.9 mc) 1.75 kw, 322 ft.

WNAM-FM Neenah, Wis.—Granted license for new FM station; Chan 253 (98.5 mc), 3.2 kw, 290 ft.

W C H A - F M Chambersburg, Pa.—Granted license new FM station; Chan. 240 (95.9 mc) 700 w, 240 ft.

WJLB-FM Detroit—Granted mod. license to change name to Booth Radio & Television Stations, Inc.

WRGA Rome, Ga.—Granted CP to mount FM ant. on side of 3 AM tower.

The Colgren, Bcstg. Co., Area Hudson, N. Y.—Granted CP for new remote pickup KA-5508.

WPLH Huntington, W. Va.—Granted CP to change trans. location, and install FM ant. on top of AM tower.

KUNO Corpus Christi, Tex.—Granted mod. CP for approval of ant., trans. and studio location.

Following were granted mod. CP's for extension of completion dates as shown: WWRL Woodside, L. I., to 3-1-50; WHLD Niagara Falls, N. Y. to 4-1-50; WDEL Wilmington, Del., to 8-22-50; WHMA-FM Anniston, Ala., to 7-23-50; WBCA Schenectady, N. Y., to 3-20-50; KROC-FM Rochester, Minn., to 5-1-50; WXKW-FM Albany, N. Y. to 7-13-50.

KNOR Norman, Okla.—Granted license for new AM station; 1400 kc, 250 w unl.

WLYN-FM Lynn, Mass.—Granted license for new FM station; Chan. 288 (105.5 mc) 520 w 190 ft.

Arizona Bcstg. Co. Inc., Area Tucson, Ariz.—Granted CP and license for new remote pickups KA-3352, KA-5460.

WSIP Paintsville, Ky. — Granted request for voluntary assignment of CP from partnership composed of three members, i.e. H. J. Morgan 1/8 interest, J. W. Archer 1/4 interest, and W. H. Meade 5/8 interest to W. Howes Meade, tr/ as Big Sandy Bcstg. Co. Messrs. Morgan and Archer desire to withdraw from the assignor partnership, and assignee, W. H. Meade, proposes to cancel their respective indebtedness to him in exchange for their interests in partnership.

WPRA Mayaguez, P. R.—Granted mod. CP for extension of completion date to 3-19-50.

WDEL-FM Wilmington, Del.—Granted mod. CP for extension of completion date to 8-22-50.

KWFM San Diego, Calif.—Granted mod. CP for extension of completion date to 7-30-50.

WFPL Louisville, Ky. — Granted license for reinstatement of new noncommercial educational FM station: Chan. 207 (89.3 mc) 10 w.

WOUI Athens, Ohio—Granted license new noncommercial educational FM station: Chan. 201 (88.1 mc); 10 w.

WOSU-FM Columbus, Ohio—Granted license for new noncommercial educational FM station; Chan. 209; (89.7 mc) 14 kw, 300 ft.

Isle of Dreams Bcstg. Corp. Area Miami, Fla.—Granted CPs for new remote pickups KA-2039, KA-3239.

KFGQ-FM Boone, Ia.—Granted mod. CP for extension of completion date to 8-15-50.

WBEN-FM Buffalo, N. Y.—Granted mod. CP for extension of completion date to 8-8-50.

WFNS-FM Burlington, N. C.—Granted mod. CP for extension of completion date to 8-10-50.

KBEE Modesto, Calif.—Granted mod. of CP for extension of completion date to 6-8-50.

KCUL Fort Worth, Tex.—Granted license for new standard broadcast station; 1540 kc, 1 kw-N, 5 kw-D unl. DA-2.

WTJH East Point, Ga.—Granted license for new standard broadcast station; 1260 kc, 1 kw, D.

KMCM McMinnville, Ore.—Granted license covering change in power, change in hours of operation and installation of DA-N.

KTRB Modesto, Calif.—Granted license covering increase in power and installation of new transmitter.

Onondaga Radio Bcstg. Corp., Area Syracuse, N. Y.—Granted mod. license to change frequencies of remote pickup to 152.87 mc KA-5436.

KDWT Stamford, Tex.—Granted CP to install new trans.

KVSO Ardmore, Okla.—Granted CP install new trans. and change studio location.

WHBY Appleton, Wis.—Granted CP install new trans.

WGVM Greenville, Miss.—Granted CP to install new trans.

WEAS Decatur, Ga.—Granted CP install new ground system.

KXYZ Houston, Tex.—Granted CP install new trans.

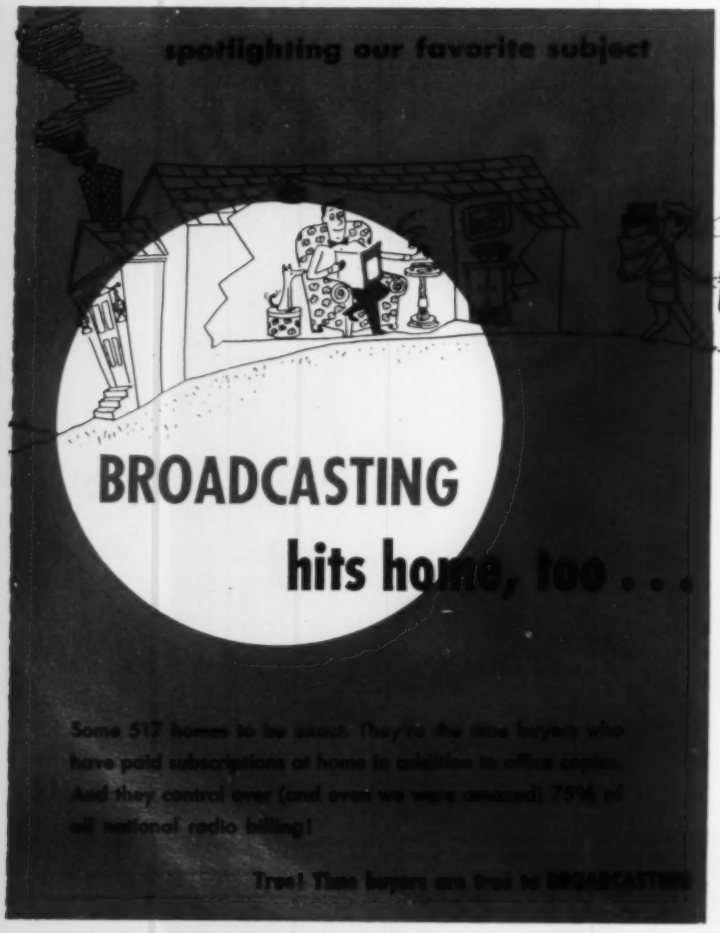
KXYZ Houston, Tex.—Granted CP to install a new aux. trans.

Onondaga Radio Bcstg. Corp., Area Syracuse, N. Y.—Granted CP and license for new remote pickup KA-3437.

K A L E Richland, Wash.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WZOB Fort Payne, Ala.—Granted mod. CP to change type trans. and approval of ant., trans. and studio locations.

(Continued on page 82)


spotlighting our favorite subject
BROADCASTING
hits home, too . . .
Some 517 homes to be exact. They're the time buyers who have paid subscriptions at home in addition to office copies. And they control over (and even we were amazed) 75% of all national radio billing!
True! Time buyers are true to BROADCASTING

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

Commercial Radio Monitoring Co.
successor of
COMMERCIAL RADIO EQUPT. CO.
Monitoring Division
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE LOGAN 8821
Porter Bldg. Kansas City, Mo

CLARENCE R. JACOBS
Studio Consultants
Planning - Design - Acoustics
Box 69 - Princeton, Illinois - Tel. No. 4200

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W. DE. 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4-4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
*Member AFCCE**

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE**

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE**

Philip Merryman & Associates
• 114 State Street
• Bridgeport 3, Conn.
• Bridgeport 5-4144
RADIO CONSULTANTS

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6652
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
720 Milton Road, Rye, N. Y. RYE 7-1413

*Member AFCCE**

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

New England independent station seeking sales manager or salesman with record proven results and excellent character. Replies confidential. Salary plus. Box 755D, BROADCASTING.

Experienced sales manager. Texas ABC station. Good territory, requiring good man. Permanent. Equitable compensation. Send full sales resume. Box 757D, BROADCASTING.

Salesmen

Experienced, aggressive, personable salesman for well established station in midwest city of 75,000. Salary and commissions $5,000 to $10,000 per year. Give experience, references, photo. Box 687D, BROADCASTING.

Experienced time salesman with car. ABC affiliate in Rocky Mountain division. Good secondary market. Write Box 822D, BROADCASTING.

Immediate opening experienced time salesman. Salary and commission to start, straight commission after 60 days. Drinkers and drifters need not apply. High pressure boys won't be welcomed. Small market. If you can sell 'em and keep 'em sold let us hear from you. Snapshot and references in first letter. We will answer all applications. Permanent position and all out cooperation to the right man. Box 885D, BROADCASTING.

Salesmen wanted by New England 1000 watt station in city of 165,000. Excellent opportunities for experienced radio salesmen. Substantial base salary and commissions. Write Box 912D, BROADCASTING.

Two outstanding salesmen. 5,000 watt metropolitan Ohio basic network station. Must have proven record and references. Give complete information in first letter. Liberal drawing account. Box 914D, BROADCASTING.

Experienced salesman for small town kilowatt, one station market middle east. Brand new operation. Territory never before covered by radio. We're on the air and in the black and can add one more man. Salary plus commission. Must have car. Box 915D, BROADCASTING.

Experienced salesman for a progressive up-state independent 1000 watt station now going to 5000 watts, coverage of which now at 1000 watts is much superior to any other regional radio station in the city. Applicants must be thoroughly versed in radio salesmanship and must be in a position to earn at least $100 a week at the standard commissions paid in the industry. This market is the third largest market in New York state and is in the city of Rochester. Communicate with Gordon Brown, Radio Station WSAY, Rochester, New York.

Enlarging sales staff: Salesmen covering California, midwest, New England desiring increased earnings, write details. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Announcers

Combination man. Wyoming station. Disc and photo required. Write Box 824D, BROADCASTING.

Personality man. Need top disc jockey who can build audience and keep it. We are willing to pay for ability. Write Allan Curnutt, KICM, Mason City, Iowa.

Announcer, vet. Low, mature voice. Send audition disc, photo. If wish disc returned, include postage. WAND, Canton, Ohio.

Help Wanted (Cont'd)

Combo disc jockey with first class license. Four hour feature show: three quarter million market; $75.00 per week. Polished ad-lib ability necessary. Immediate opening. Contact Paul Schafer, WNOR, Norfolk, Va.

Technical

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Chief engineer for 250 watt Rocky Mountain network affiliate station. Open now. Send photo and disc. Write Box 823D, BROADCASTING.

North Carolina station needs chief engineer. Station now AM and FM and increasing AM power. Experience with directional operation desired. Personal interview necessary. Wire Box 883D, BROADCASTING.

Have immediate opening for combination man with first class ticket. Please rush audition disc or tape letter of background photo, starting salary and references. Box 963D, BROADCASTING.

Successful established Hawaiian station has good proposition for experienced combination man capable of becoming chief engineer. Airmail details to KMVI, Wailuku, Maui, T. H.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Topflight station manager is considering change for good sound reasons. Currently an eastern advertising executive, but previously amassed 12 successful years experience in all phases of radio station operation. During recent years established outstanding record as manager of well known northeastern station. Young and aggressive. Prefer city under 100,000, but will appreciate and consider all inquiries. Security a must! Box 924D, BROADCASTING.

Exceptional opportunity to obtain services of brilliant general manager and sales manager with proven record, to make your station one of nation's outstanding successes. Box 931D, BROADCASTING.

Settled man with eight years radio desires managerial opportunity. Box 942D, BROADCASTING.

Successful young manager with 15 years experience desires change. Married. Sober. Civic minded. Strong on sales. And local programming. Announce. Sell. Work. Box 906D, BROADCASTING.

Salesman

I want good selling job with one of the 25 AM or 7 Television stations in Los Angeles. Now selling 1000 watt independent. Competitive half-million eastern market. Excellent billings. MCing daily audience show. Acting weekly drama. Making $125 weekly. 5 years radio. 4 years Infantry Officer. 2 years acting on Broadway. 1 year Carnegie Tech. 31 years old. Car. Married. Child. Healthy. Sober. Ambitious. Want chance to show I can be asset to your organization. Excellent references. Transcriptions. Photographs. Results for you. Box 844D, BROADCASTING.

Salesman, married, reliable. Good offer write. Box 888D, BROADCASTING. preferably midwest. Can announce.

Salesman, experienced, aggressive; know good radio and how to sell it. Anxious for better opportunity. College graduate, 30, married. Best reference. Box 923D, BROADCASTING.

Situations Wanted (Cont'd)

Personable time salesman, writes own copy, 28, single, experienced, aggressive. Wants opportunity with progressive station in good market. No car. Box 929D, BROADCASTING.

Attention midwest stations. Thoroughly experienced producer, hard worker, aggressive, personable, good sales record. Desire better opportunity. Single, available, non-high pressure. Box 936D, BROADCASTING.

Thoroughly experienced salesman, program producer, copywriter, announcer, hard worker, sober, reliable, married, 33. Wants location in southeast or west. Box 939D, BROADCASTING.

Sales manager or salesman for alert operation. Aggressive, capable, personable. Experienced all phases radio (sales, production, announcing). Know business. Can produce sales and satisfy advertisers. Prefer west coast, consider others. Young, single. Box 944D, BROADCASTING.

Announcers

Announcer, vet, graduate oldest broadcasting school in country. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college Former staff, 5000 watt NBC affiliate. Consider all offers. Box 726D, BROADCASTING.

Disc jockey wants to settle in east. Now successful with highly rated shows. 2½ years experience, 24, family man. Box 829D, BROADCASTING.

Announcer, overall announcing experience including news, DJ, interviews, commercials etc. Some production work included. Can operate console, write continuity. Employed 1½ years in New York City. Married, college graduate, veteran, dependable, conscientious. All replies answered. Box 830D, BROADCASTING.

Sportscaster, disc, details, references will prove ability. Box 845D, BROADCASTING.

Sportscaster, announcer, thoroughly experienced. Top play-by-play. Major league baseball scout. Presently sports director Michigan 1 kw. Desires warmer climate, baseball. Top references. Box 847D, BROADCASTING.

Experienced announcer, disc jockey, newscaster, continuity writer, actor. College graduate. Married. Disc, photo, references available. Thrive on hard work. Will travel anywhere. Send details. Box 882D, BROADCASTING.

Well known sports announcer available. Exclusive broadcast rights for '50 in this AA Southern League bought by competitor station. National advertisers recommendations available along with those of club owners, radio execs., Hooperating and audience response. Proven results guaranteed by this settled college and radio educated man. Box 907D, BROADCASTING.

Announcer, writer, 25, single. College grad. 2 years radio training, all phases. Will travel anywhere. Some experience, want more. Disc, photo available immediately. Box 908D, BROADCASTING.

Experienced announcer. Tops in commercials, news and drama. Will accept position anywhere. Married. Salary secondary. Box 909D, BROADCASTING.

Here's a man that sells! Now the hottest hillbilly-western DJ in metropolitan area. Shows top rated and sold out. Want to corner the rich hillbilly market? I'm your man. Age 25, married, five years announcing experience. Not just interested in changing—interested in an opportunity. Box 918D, BROADCASTING.

For lease, 1, slightly used deejay-programmer. Equipped with college degree, car and 3 years experience including selling and promotion. Must see and hear to appreciate. Box 919D, BROADCASTING.

Young man with no experience wants job as announcer-engineer. Box 920D, BROADCASTING.

Announcer, experienced, now employed, desires better position. Background, professional musician, Boston University, NBC trained. Morning man, all phases. Box 921D, BROADCASTING. Three years radio.

Available now for winter in east to produce, write, announce. University graduate, 7 years experience announcer to FM manager. Accept subsistence awaiting government appointment. Box 927D, BROADCASTING.

Young announcer, experienced staff man, strong on sports, news, wants job with eastern station. College graduate with good voice. Have air check Box 932D, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer-continuity writer-veteran, 23, single. Six months experience, general staff, DJ, console operation, continuity writing. Absolutely no floater. Will answer all replies. Available immediately anywhere. Disc, photo available. Box 934D, BROADCASTING.

Baseball broadcaster available. Five years experience in major market. References. Box 938D, BROADCASTING.

Experienced announcer, two years staff, news, disc. Prefer midwest, also operate console. Box 941D, BROADCASTING.

Excellent play-by-play man available. All sports. Proven ability, desires change. Box 943D, BROADCASTING.

Baseball play-by-play man available. Can handle news and disc shows. Young, college, single. Box 945D, BROADCASTING.

Qualified. Experienced staff, play-by-play basketball, baseball. Young, married. Box 948D, BROADCASTING.

Do you want a good announcer with some experience. Well I'm your man. Married and will travel anywhere. Box 951D, BROADCASTING.

Announcer with proven dependability. Character references available. Single. College radio major. Knows console. Go anywhere. Box 954D, BROADCASTING.

Ambitious, young, single man will go anywhere just to get into radio. Can write and announce. Am a veteran who will work on G. I. Bill. Have had radio training and small amount of experience. Box 955D, BROADCASTING.

Announcer, experienced all phases. Former sports and music director. Married, 26. Box 959D, BROADCASTING.

Three years experience, good staff work, disc, news, commercial. Specialty-poetry. For interview, references. Box 960D, BROADCASTING. Talent a must. Family man.

I'm looking for that first break. Dependable, hard worker, 22, two years college, professionally trained. Disc available, all offers answered. Box 967D, BROADCASTING.

Attention: Good sportsman available immediately. Knows sports. One year experience on play-by-play. Looking for hard work not a soft touch. Box 970D, BROADCASTING.

Experienced announcer, two years Northwestern. Ad-lib interviewer, actor, continuity, commercial writer, one year public service program. Will travel. Chuck Jacobson, 3346 W. Berteau, Chicago 18, Ill.

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting, 1222-A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writers. Write, wire, phone for discs, etc.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Chief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. $80 week minimum. Box 25D, BROADCASTING.

Chief engineer seeking better boss. Able assume all your technical problems in AM or FM including any directional system and any power. Also TV if and when. Experience since crystal sets, now 43. Permanency first. Prefer Central. Box 646D, BROADCASTING.

First phone, 3 years broadcasting experience. Seeking job as combo man. Will send disc, photograph on request. Must have $60. Box 669D, BROADCASTING.

Engineer experienced on transmitter, remotes, console, like position northeastern states. Any offer considered. Have car. Box 713D, BROADCASTING.

Engineer BEE, experienced 10 years, chief, maintenance, design, supervision, remotes network, proof of performance. Box 836D, BROADCASTING.

Versatile engineer, experienced, wants position in college town. Presently employed. Box 837D, BROADCASTING.

XUM

Situations Wanted (Cont'd)

Engineer, 2 years broadcast, 3 years army radar experience. Graduate R.C.A. Institutes. Presently employed. Box 848D, BROADCASTING.

Engineer, also combination man. 3 years experience AM, FM. Family man. References. Want progressive station. Box 905D, BROADCASTING.

Engineer desires transmitter job with progressive southern station. Louisiana, Florida preferred. Five years experience, all phases. Any reasonable offer considered. Box 911D, BROADCASTING.

Chief or transmitter engineer, experienced, married, have car, no announcing. Box 917D, BROADCASTING.

Combination engineer-announcer with 1st phone. Presently employed as combination man, news editor and newscaster for affiliated station. Single, 10 months experience. Will consider all offers. Box 922D BROADCASTING.

Dependable, witty, friendly morning man. Combination first class ticket. 8 successful years. Employed, married, $80. Box 928D, BROADCASTING.

Experienced chief engineer, some announcing, news, sports. Sober, reliable, hard worker. Best references. Automobile. Available immediately. Box 935D, BROADCASTING.

Have first class radio telephone license, married, free to travel. Box 937D, BROADCASTING.

Engineer, first phone. No experience, anxious to learn. Willing to travel. Box 949D, BROADCASTING.

Engineer, 1st phone. Experience 5 kw AM, 3 kw FM transmitter operation, control board, remote broadcasts. Single, car, N. Y. state or vicinity. Box 950D, BROADCASTING.

Chief engineer, ten years experience, now employed, seeking permanent location. References. Box 956D, BROADCASTING.

First phone license, experienced transmitter, console, remotes. Married, car. Want to settle, prefer north eastern state. Available on two weeks notice. Box 966D, BROADCASTING.

First class license, experienced, 250 w, willing to travel, vet. Box 968D, BROADCASTING.

Experienced engineer, console, transmitter, remotes, tape recording. Single, young, sober. Eugene Brown, Alden, Iowa.

Engineer—1 year broadcast. 10 years radio and ham background. Prefer warm climate. Lloyd Conway, 750 N. Cogswell Rd., El Monte, Calif.

Single man with first phone desires position, no experience or disabilities. Very reliable, will go anywhere. W. M. Dickinson, 515 W. 5th, Mitchell, South Dakota.

Attention CP holders! Let me help you plan and build your station. 26 years experience in construction, design and operation. Avoid many of the mistakes inexperienced men make on installations. Want permanent connection with chance to buy into station. Reasonable salary. Brochure on request. Kidd, Box 229, Salida, Colorado.

Holder of first phone license will consider position in midwest. Richard Lubeck, Lincoln, Kansas.

Engineer, 1st phone license, desires job as combination man or engineer. Age 22, married, veteran. Inexperienced, but ambitious and willing to learn. William E. Smith, 2720 Howard St., Omaha, Nebraska. AT. 7033.

Engineer, 1st phone, class A ham, 8 months experience, single. Richard Roeder, 424 Raritan Ave., Highland Park, N. J.

Have first phone license, lots of ambition and no broadcast experience. Merchant Marine telegraph operator 2 years. Married, sober, age 35. Will travel anywhere. Albert Stefanik, 443 West 50 Street, New York.

Transmitter engineer experienced, wants permanent location in midwest. Stanley Thatcher, 647 Elm St., Lawrence, Kansas.

Production-Programming, others

Sports director, experienced, all sports. Promotionally active. Also in charge publicity, promotion. Can handle straight announcing. Single. College grad. Will travel. Let disc and background tell story. Box 13D, BROADCASTING.

Situations Wanted (Cont'd)

Radio news pays off—NARND Report. News editor can build news programs or perk up lagging department. 10 years radio, newspapers, public relations. Heavy on sports. References, background, disc furnished. Box 570D, BROADCASTING.

Program director, proven record. Hypo sales. Top voice. Sports, etc. 27. College grad. Box 808D, BROADCASTING.

Oh, you lucky people! For reasons I'll be glad to explain in a letter, I'm looking for a job. (My current employer, a general advertising agency, knows of this ad.) If you want copy that's different, copy that sells, and above all, copy that's readable, please let me tell you about myself. Or, if you want a continuity chief who can direct shows, fill as staff announcer if necessary, operate your board—in short, if you want a guy who knows and likes radio, please write Box 916D, BROADCASTING. All letters answered promptly.

Exchange: Well written, saleable local newscast for permanent position with good station. Location not essential. Now in northeast. Married. Teetotaler. Box 925D, BROADCASTING.

Available now for winter in east to produce, write, announce. University graduate, 7 years experience announcer to FM manager. Accept subsistence awaiting government appointment. Box 926D, BROADCASTING.

Missourian—Program director, announcer, newscaster, salesman, copywriter, 20 months experience, not looking for titles, just job with $60.00 weekly minimum. Box 930D, BROADCASTING.

Wake up, "turntable"-independents! Have new ideas, gimmicks, revitalizing techniques. Ticket. Non-metropolitans considered. Box 940D, BROADCASTING.

Program director, sports announcer play-by-play and special events. Experienced in all phases of radio station operation. Box 946D, BROADCASTING.

Women's program director, commentator. Over four years experience commercial, educational, personality programs; liaison, continuity. Expert interviewer with good voice and fluent ad-lib. Versatile, creative, resourceful. Can build effective programs that sell sponsors and self to large audience. Equipped for all phases radio with station following vigorous policies and permitting full use professional resources with promise of sound future. Excellent background, references. Box 947D, BROADCASTING.

News editor—2 years major station experience plus local broadcasting. Some announcing, production. Handle public affairs, publicity. Age 27. M. A. Columbia. Box 952D, BROADCASTING.

Dime a dozen. Good writers are a dozen dimes—except me—I'll settle for half-dozen dimes if station has future. Commercial copy, music continuity, production-minded. Sample on request. If interested, Box 958D, BROADCASTING.

Young married vet desires radio station position, intensive training in all phases of broadcasting, writing and stage experience, alert and dependable. Excellent references. Disc. Will travel. Box 965D, BROADCASTING.

Five years experience as women's director. Desires permanent location offering future opportunities. Box 971D, BROADCASTING.

Young woman, office manager, experienced in promotion, copywriting, desires connection with larger station. College graduate, eight years same station, best of references. For details write Box 972D, BROADCASTING.

Television

Managerial

Need TV know-how? Management and program executive in metropolitan TV desires to set up and operate your TV station, not in New York or Chicago. 3 years active TV experience, 15 years AM. Wishes to settle in smaller community for family reasons. Box 964D, BROADCASTING.

Production-Programming, others

Attention: New television stations. Director, producer now available, station experience, college graduate. Specialize in local programming. References from NBC and others. Box 953D, BROADCASTING.

For Sale

Stations

1000 watt fulltime successful independent upstate N. Y. Good money maker. $150,000, principals only. Box 762D, BROADCASTING.

Growing transcription and recording business already grossing $9,000 annually, in 250,000 manufacturing center with 4 radio stations, one television, 3 hours from Chicago. Good investment for capital gains. Fully equipped modern studio. Must sell because health. Cash $6,000, balance terms. Box 962D, BROADCASTING.

Equipment, etc.

Make offer FM 10 kw small transmitter, WE 506 B-2 new, never uncrated, cancelled construction permit. Box 910D, BROADCASTING.

Complete RCA 72DX recording unit with M1-11850-C hi-fidelity head, plus suction chip chaser complete with hose and couplings. Like new. Airmail offer to KMVI, Wailuku, Maui, T. H.

For sale a complete Presto lateral disc recording set including 39-A 3 channel mike pre-amplifier, 85-E recording amplifier and 6-N recording turntable with 1-C cutting head. Good condition with little use. Make us offer. KOSF, Nacogdoches, Texas.

RCA 250K transmitter, Ideco 400-ft guyed tower complete with lighting equipment and Western Electric 54A FM antenna; GR type 475-C frequency monitor, 1230kc; Johnson 1 kw antenna tuner; 3 standard 78" cabinets. All in excellent condition. No reasonable offer refused. WABB, Mobile 9, Alabama.

For sale, used WE 443A-1 transmitter, spare tubes, including tuning unit, remote meters, lighting choke, good condition, make offer. WGBG, Greensboro, N. C.

For sale, RCA 69-C distortion meter, excellent condition, priced for quick sale. WJTN, Jamestown, N. Y.

Available soon—A five kilowatt broadcast transmitter with amazing reduction in tube complement price and 3 kw hours less power consumption. Watch the February 13th issue of BROADCASTING Magazine.

Wanted to Buy

Stations

Radio executive interested buying small independent daytime station near New York or Connecticut. Replies confidential. Box 749D, BROADCASTING.

Experienced broadcaster will pay cash for outlet in small single-station market. Prefer fulltime network. Texas or adjoining states. Confidential. Box 754D, BROADCASTING.

Equipment, etc.

REL FM receiver or equivalent in good condition. George Woods, WRUN-FM, Rome, N. Y.

Wanted—A five kilowatt broadcast transmitter that does not break us up to buy tubes and must not consume over 18.5 kw from the power line. Must be identical to the new Gates BC-5B which will be announced in the February 13th issue of BROADCASTING Magazine.

For Sale

Equipment, etc.

MAKE AN OFFER

For Lehigh Tower, 300 feet. Self-supporting. Complete with insulators, flasher, beacon, sidelights. Write

BOX 933D, BROADCASTING

PATCH CORDS

6 foot rubber covered, two conductor, tinsel with Western Electric Type 241A plug at *each end.* Price $4.30 each. Western Electric 241A plugs. Price $2.00 each.

MASPETH TELEPHONE & RADIO CORPORATION
142 Ashland Place, Brooklyn 1, New York

Help Wanted

EXPERIENCED RADIO MEN!
YOU CAN OWN YOUR OWN STATION

A small-town, network kilowatt in a good competitive growing community has openings for men in all departments who are seeking opportunity.

Station building constantly higher quality—with TV plans—wants fine staff of experienced, ambitious men who want some day to own all or a substantial part of a station somewhere.

Since early days of radio this management has directly helped 3 men become station-owners and indirectly aided two more; one recently.

It provides for unusual people—*with at least 5 years experience*—salaries equal to comparable stations, plus profit-sharing NOW, plus a definite plan to aid future financing of stations to be owned by staff members, in whole or in part. Opportunities exist now and should always.

Applications will be held in confidence. Send full data—where employed, present salary, experience, education, picture, anything you think helpful. You sell us. There is no hurry.

No money needed. No stock to buy. Station seeks greater man-hour production thru team-work with above-average men of experience, intelligence, integrity, industry, ambition. Good people are needed to make a good station which can do a bigger share of advertising in area. Good people want opportunity with good pay and good future.

THIS IS IT!!
BOX 868D,
BROADCASTING

Production-Programming, others

"PRIZE" MAN
WANTED BY
RADIO SYNDICATE

One of the largest companies producing syndicated radio programs offers a top position to a properly qualified merchandise man. The man we seek is at present employed by one of the networks, by a large agency or by a prize merchandise organization. He has a wide acquaintanceship among manufacturers and an intimate knowledge of the problems of radio awards promotion. His job with us will be to effect promotional arrangements with major manufacturers seeking participation on one of the country's best known syndicated give-away programs. Present employment in similar work is an essential qualification. Write fully giving previous experience, present connections and money wanted. All inquiries will be held in the strictest confidence. Our employees know of this ad.

BOX 961D, BROADCASTING

(Continued on page 80)

Situation Wanted

Announcers

ABILITY AVAILABLE
SAVE MONEY . . .
USE OUR GRADUATES!

We have well-trained personnel who are qualified to handle several phases of radio simultaneously. They have had actual experience in Metropolitan radio stations as:

ANNOUNCERS DISC JOCKIES
COMMERCIAL WRITERS ACTORS
PRODUCERS SCRIPT WRITERS

Over 200 radio stations have taken advantage of our service. Give us your requirements and we will send resumes, photos, and discs.

WRITE OR WIRE COLLECT
COLUMBIA INSTITUTE
9th & CHESTNUT STREETS
PHILADELPHIA 7, PA.

Outstanding newscaster-disc jockey available for permanent position with metropolitan 50 kw station. Ten years experience. No objection to all-night show.

BOX 913D, BROADCASTING

Schools

Are you looking for
WELL TRAINED MEN

. . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television-Radio - Electronics training laboratories.
These men are high grade . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

DeFOREST'S TRAINING, INC.
2533 N. Ashland Ave., Chicago 14, Ill.
Phone Lincoln 9-2280

SRT • SRT • SRT • SRT • SRT
SRT-Radio
AMERICA'S OLDEST BROADCASTING SCHOOL
Intensive full or part time
COURSES
ANNOUNCING • ACTING
SCRIPT WRITING • ADVERTISING
Outstanding Faculty of Network Professionals
Co-Educational • Day or Evening
Small Classes
Approved for Veterans
Write for Prospectus
School of Radio Technique
RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois
SRT • SRT • SRT • SRT • SRT

Wanted to Buy

Stations

STATION WANTED

Group of experienced station owners and operators will consider long term lease. We will assume full management responsibility and guarantee annual return to owner. Send full details in confidence to

BOX 969D, BROADCASTING

News

BILL CARDIN appointed night-side news editor of KOMA Oklahoma City, replacing **JERRY MARX**, resigned. Mr. Cardin was formerly with KVOO Tulsa.

JACK LARSON, formerly news director for WBUT Butler, Pa., and before that assistant news director for WEOL Elyria, Ohio, appointed executive news editor for WCUE Akron, Ohio.

Mr. Larson

GEORGE YOUNG, veteran newspaper and radio reporter, joins news staff of WIBC Indianapolis, Ind.

RED BARBER, CBS sports director, cited as No. 1 football broadcaster of 1949 by *Sporting News*.

HARRY RASKY appointed news chief of CHUM Toronto.

ROBERT ARDEN, news commentator, starts five weekly 15-minute commentary on KFMV (FM) Hollywood.

JACK CUMMINS, formerly sports director of WPDQ Jacksonville, Fla., for three years, appointed sports director of WTVJ (TV) Miami.

BRYSON RASH, special features director of WMAL-AM-TV Washington, and ABC White House correspondent, named chairman of radio and TV committee of Mile of Dimes campaign in Washington.

C. W. (Jack) JACKSON, director of agriculture for KCMO Kansas City, Mo., elected honorary member of Missouri Assn. of Soil Districts.

ERNEST McIVER, former CBS Washington newsman, now syndicated radio columnist, is the father of a girl, Jane Cracker. Mrs. McIver is Washington secretary to Arthur Godfrey.

JOHNNY CARPENTER, director of special events for KOIN Portland, Ore., elected chairman of Traffic and Transportation Commission of that city.

JOSEPH IRWIN, on news staff of CKCW Moncton, N. B., and Frances Higgins have announced their marriage.

Susanna Irion

TWO-MONTH old daughter of FCC Attorney H. Gifford Irion, Susanna, was found dead by her parents Jan. 21. The child apparently suffocated under blankets in her crib, it was reported. The Irions have one other child, Christopher, age 8. Mr. Irion is with the Commission's transfer branch of the Law Bureau.

On All Accounts

(Continued from page 12)

lowed a year at L. A. Junior College. He was back in radio again in his second year at the U. of Southern Calif., Los Angeles, which he entered in 1932, when a radio department was started at the school. He and the three other members of the radio staff wrote and produced all the programs that came out of the school. These were transmitted through the facilities of Los Angeles stations.

This extra-curricular activity was to have a major influence on his future life. George majored in education with the idea of teaching mathematics, history and speech. When he was graduated in 1936, however, he shunned the professor's garb and joined KMTR Los Angeles (now KLAC) as announcer. After a year there, he became announcer and later production manager with KEHE Los Angeles (now KECA). In 1938 he became production manager for the California Radio System that comprised KEHE and KYA San Francisco and McClatchy chain of stations in San Joaquin Valley.

The following year he made his debut into the advertising agency field when he joined Smith & Bull, Los Angeles, as combination account executive, production manager and all-round "utility man." In 1943 his agency career was interrupted when he left to become Regional Information Officer for OPA. In that post he handled all radio programming which involved releasing of information on price control for the 11 Western states.

Serves in Navy

Later that year George succumbed to the call of the Navy and spent the next two years as instructor in Audio-Visual Aids and Personnel Classification.

Out of uniform in 1945, he joined the ABC Hollywood sales department for a few months until the urge came to return to the advertising business. At that point he joined Robert F. Dennis Inc., Los Angeles, as account excutive. Two years later he and Phil D. McHugh formed their own Irwin-McHugh Adv. complete with "two offices and no billing." When they dissolved in 1949 the agency had gone over the $300,000 mark in billing.

Now conducting an office comprised of veterans (in which he is the sole Navy man), George Irwin feels that no young business can be successful unless all employes share profits. To that end he is setting aside a certain amount of agency stock for present and future employes.

Regarding responsibilities of an agency, he feels that it is a salesman for the media; that, although it is responsible to the client it is paid by the media.

George holds a card with the American Federation of Radio Artists, and, clubwise, is a member of American Legion and Beverly Hills Chamber of Commerce.

In 1939 George climaxed a nine-year courtship when he married Eleanor Smith to whom he had announced intentions of marriage on their first date. His hobbies include Janet Lee, 5, and George W. (for Wallace in this case), 12. The Irwins make their home at present in the San Fernando Valley, with future plans for building in Northridge, where George plans happily to take up farming again.

RADIO MFRS.
Mid-Winter Meet Feb. 15-17

PROMOTION problems facing radio and television as the TV manufacturing industry enters its biggest year will be discussed at the annual mid-winter meeting of Radio Mfrs. Assn. to be held Feb. 15-17 at the Stevens Hotel, Chicago.

Sessions of the RMA board, divisions and committees are included. RMA President Ramond C. Cosgrove will preside at the industry sessions, which come just prior to the Feb. 20 resumption of FCC's color television hearings. President Cosgrove is to appear at these hearings to urge an early end of the FCC's TV freeze on new VHF stations and opening of the UHF frequencies.

Baker Heads Committee

Organization of the all-industry National Television System Committee will be pressed forward. The committee is headed by W. R. G. Baker, General Electric Co. vice president and director of the RMA Engineering Dept. [BROADCASTING, Jan. 23]. The committee was authorized by the RMA Television Committee under Chairman Max F. Balcom, Sylvania Electric Products Corp.

RMA will consider proposed action on the 10% radio excise tax in connection with proposals to repeal or reduce the tax. The problem comes before the Excise Tax Committee, headed by Joseph Gerl, Sonora Radio & Television Corp.

Plans for the 1950 National Radio & Television Week project, handled jointly with NAB, will be discussed as well as plans for the Feb. 22 awards luncheon of the Voice of Democracy contest. The "Town Meetings" Committee, an industry project for training of television dealers, will discuss plans for further meetings. Other divisions and committees will meet. The sessions will end Feb. 17 with a meeting of the RMA board.

RADIO GOA, only commercial station for India-Pakistan, starts 11-hour daily schedule, Pan American Broadcasting Co., station's exclusive commercial representative, announced last week. Almost all station's programming is either packaged shows or disk jockey periods.

Promotion

WARREN MIDDLETON resigns as sales promotion manager of KMOX St. Louis to return to his former position as assistant to JOHN C. DRAKE, director of sales promotion and publicity, at WLS Chicago.

MATT McENIRY, who resigned from KLZ Denver in 1942 after 10 years on its announcing staff, returns to station Feb. 1 as public service director. He succeeds MACK SWITZER, resigned to enter local advertising agency. Mr. McEniry was reportedly first "man-on-the-street" broadcaster in Denver, having done this in 1935.

Mr. McEniry

WILLIAM G. GRAHAM appointed promotion manager of CHVC Niagara Falls, Ont.

JANE LAWSON, formerly with Pittsburgh office of Earl Bothwell Inc., joins promotion department of WWSW Pittsburgh.

MARY ELAINE CHERRY added to public relations staff at WGN Chicago after working in varitype department of *Chicago Tribune*, owner of station.

Salesmen's Hats

PROMOTION of Frederic W. Ziv package, *Cisco Kid*, currently aired over WPAR Parkersburg, W. Va., began with large dinner. Salesmen on routes of Greiner's Bakery, local sponsor of show, were guests. Each received large "Cisco Kid" Mexican sombrero which he will wear on his route to promote show.

WLAW Cook Books

COPIES of cook book compiled from recipes submitted in WLAW Lawrence, Mass., contest last year, are being sent by station to some 20,000 housewives. Book is toned in sepia, green, blue and black. Cover features microphone with station's call letters, dial position and ABC affiliation prominently posted. Words, "Cook Book" are formed of kitchen utensils, and drawing of Polly Huse, home economics counsellor who staged contest on her daily *Shopping With Polly* show, complete cover. Fifty-two prize-winning recipes are included.

Mid-South Promotion

FIRST of promotion bulletins issued by Mid-South Network is map showing primary coverage areas of WROX Clarksdale, WNAG Grenada, WELO Tupelo, WROB West Point, WCBI Columbus and WMOX-AM-FM Meridian, all Miss., stations comprising network. In addition to map, bulletins promoting individually WROB West Point's mail pull of 5,065 cards and letters in six months for one show and *Housewives' Jackpot* on WMOX-AM-FM Meridian were sent to trade.

25th Brings Silver

SILVER cards printed in blue were stuck under windshield wipers of cars which had exceeded their parking limits in Scranton, Pa. Cards read, in part, "Your meter showed red. . . . But today, Jan. 12, is WGBI's Silver Anniversary. . . . So we took the liberty of dropping a nickel in your meter. . . . The next hour is our treat . . . and incidentally, you are always sure of a good treat if you keep tuned to WGBI. . . ." Call letters, dial position and dates of station were included on card. Additional Silver Jubilee promotion was awarding of 25 silver dollars to listeners who observed their 25th birthday on same day as station.

Music Festival

SYLLABUS for 1950 Moncton Musical Festival released by CKCW Moncton, sponsor and operator of annual musical event. Festival, from May 8-13, is community service offered by station. Scholarships are available to successful competitors. Complete rules for interested contestants are given in syllabus.

Announcement Inspires

PROMOTIONAL announcement on free enterprise aired by WNMP Evanston, Ill., was heard by Cartoonist Don G. Moore of *Daily Courier-News* in nearby Elgin. Impressed by "effectiveness" of spot, Mr. Moore sent station an editorial cartoon contrasting British socialism and American democracy which was suggested by radio message. Copy of cartoon, with duplicate of promotion copy, being mailed by station to advertisers and clients in Chicago area.

Pie's Pulse

DRAWING of chef holding large pie, cut and marked according to share of audience percentages in Washington, sent to trade by WWDC Washington. Figures are based on Pulse November and December survey. WWDC's share is 10%. Rhyme beneath pie is, "Little Jack Horner sat in a corner, the latest *Pulse* survey to see. He worked out this pie, compared rates and said, "My! The best buy is WWDC."

Coloring Contest

OUTLINED pictures of "Gus the Gopher," new feature on Mercury Children's Records, are obtained from Mercury dealers in Boston area for children wishing to take part in new contest. Contest is sponsored by *Let's Have Fun* show on WCOP Boston, which is emceed by 9-year-old Betsy King. Stoger wagons awarded to top three children who color picture, with giant fire patrol car as first prize. *Let's Have Fun* is aired Sunday, 9-10 a.m., and features children's stories and music.

Trips to Hollywood

TWO WMAQ Chicago listeners will win all-expense trips to Hollywood for listing their reasons for hearing NBC Chicago shows. Offer, made on daily *Six-Thirty Special*, extended to persons 21 years or older who submit letters of 25 words or less before Feb. 1. Winners will fly to Hollywood Feb. 9, be guests on NBC's *Double or Nothing*, visit numerous glamour spots and tour movie studios. Entries will be judged on originality, aptness and sincerity.

More for Mutual

LATEST in series of promotions sent to trade by MBS is tearsheet reprint from trade magazine. Page is made up of stories concerning placing of shows on network. Large plus sign is made by space between stories and carries caption, "The Plus difference is Mutual!"

Barker Barks

CROWD gathered in Philadelphia's City Hall courtyard recently to receive bags of peanuts distributed free from portable stand operated by man dressed as carnival barker. Promotion was on behalf of *Ford Theatre's* presentation of "The Barker." WCAU-TV Philadelphia carried show and furnished peanuts which carried name of show, time and station on bag.

Back-To-Bed Club

NOVEL promotion surrounds new show of CFCF Montreal, Ont. Morning Man Stan Harrison conducts disc spinning program from show window of local restaurant. Mr. Harrison interviews members of "Back-To-Bed Club" clad in club's official uniform, nightgown, nightcap and candlestick. Show cards in "studio" window announce times of top shows heard over CFCF. Card featuring picture of Sleepy Mr. Harrison carries club's bylaws and is sent to members.

WHBY Appleton, Wis., set new all time high in its airing of sports broadcasts during 1949, station reports.

Midwest Network Opportunity

Net current assets and real estate exceed $40,000.00. This property is one of the outstanding single station market facilities in the midwest. An excellent earner, but still developing and far from its peak. Showing a very high return on the purchase price of $110,000.00 for 100% of the stock. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

Just Out!

The 1950 BROADCASTING YEARBOOK

free to new subscribers

Copies for Current Subscribers Now in Mail

- Analysis 1949 radio-tv adv.
- Media costs
- Radio-tv billings
- Program Trends
- Audience Analysis
- AM FM TV stations, executive personnel
- 55 directories—550 p. complete radio-tv index

MAIL COUPON TODAY!

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Yes, send me 52 weekly issues of BROADCASTING and the 1950 Yearbook ($5 val) free as part of this order. (Offer expires Mar. 31)

☐ I enclose $7.00

☐ Please bill me

NAME

ADDRESS

CITY ZONE STATE

YEARBOOK Special

GEORGIA ASSN.

Record Attendance At Macon Meet

LARGEST attendance in the history of the Georgia Assn. of Broadcasters was reported at the Jan. 17-18 meeting held in the Hotel Dempsey, Macon, Ga. Edwin Mullinax of WLAG La Grange and WSAC Columbus, GAB president, recorded 75 broadcasters, representing 31 Georgia stations, on hand for the meetings.

Highlights included an appearance of J. Ardell Nation, director of Boys Estate, who thanked the GAB for its support of the 1949 fund-raising campaign during which every Georgia station aired announcements and programs; a report by Lewis Doster, WGAU Athens manager and chairman of the 1950 Radio Institute, on plans for staging the institute at the U. of Georgia for three days, May 18-20, and a summary of NAB activities by District 5 Director Allen M. Woodall, WDAX Columbus.

Mr. Woodall voiced support of BAB, stating that its director, Maurice Mitchell is "the greatest salesman in radio." Also on the agenda were topics dealing with payments by stations to SESAC, payments for rights to broadcast high school football games and a proposed bill to be introduced in the Georgia Legislature to exempt newsmen from revealing their news sources of information. The GAB decided against taking any action on the proposed bill this year but planned to introduce such a measure in 1951.

Station hosts were WBML WIBB WMAZ WNEX, all in Macon. Mayor of the city, Lewis B. Wilson, entertained the broadcasters with a 45-minute magic show at a banquet which followed a cocktail party opening the meeting the night of Jan. 17. GAB adopted a resolution protesting "channel grabbing" by Cuba. It also voted to conduct the annual election of officers by mail. Current terms of officers expire June 30.

Kilocycle's Mayor

CARTOGRAPHERS take notice! There's now a Kilocycle, Ga., and it already has a mayor. He is Lewis B. Wilson (also Mayor of Macon). The Georgia Assn. of Broadcasters named Mayor Wilson to that office in appreciation of his courtesies to the GAB, which he entertained with a magic show at the group's Jan. 18 meeting in Macon. Action was taken, GAB resolved, because he "has demonstrated to over 75 radio men that he can do anything from boiling eggs to pulling rabbits out of the hat." His domain extends from 550 to 1600 kc on the broadcast band and to make it media-legal also includes every FM and TV channel in the state.

WABB INCIDENT

Three More are Arrested

THREE more men, one of them a local labor leader, were arrested Jan. 21 on conspiracy charges in connection with an assault earlier this month on Dean M. Durham, radio engineer at the transmitter of WABB Mobile [BROADCASTING, Jan. 23], according to a story appearing in the *Mobile Press Register*, owner of the station. The arrests, which brought to five the total number of persons docketed at the county jail, grew out of indictments returned Jan. 20 by a Mobile County grand jury.

Union engineers of WABB went on strike several months ago. On Oct. 24, 1949, a $1,000 reward was offered by the *Press Register* for information leading to the arrest or conviction of the person or persons responsible for pouring potent acid through cable holes. Telephone and WABB-AM-FM lines were knocked out temporarily. [BROADCASTING, Oct. 31, 1949].

FCC Actions

(Continued from page 76)

Decisions Cont.:

KVTT Dallas, Tex.—Granted mod. CP to make changes in ant. system.

WELR Roanoke, Ala.—Granted mod. CP for approval of ant., trans. and studio location and change type of trans.

ACTION ON MOTIONS

(By Commissioner Hyde)

Booth Radio and Television Stations Inc., Grand Rapids, Mich.—Granted petition for dismissal without prejudice of its application.

Beverly Hills Bcstrs., Beverly Hills, Calif.—Granted petition for dismissal without prejudice of application.

T. M. and J. M. Gibbons, Phoenix, and Howard M. Loeb, Phoenix Ariz.—Granted petition for dismissal without prejudice of their application; on Commission's own motion application of Loeb removed from hearing docket.

WDIA Memphis, Tenn.—Granted petition for extension to Feb. 18 to file exceptions to initial decision.

WIBC Indianapolis — Dismissed as moot petition requesting waiver of Commission's rules and grant of license for 50 kw-D 10 kw-N DA-2 without prejudice to continued validity of outstanding CP authorizing 50 kw-N.

Whittier Bcstg. Assoc., Whittier, Calif.—Granted petition for dismissal without prejudice of application.

KGIL San Fernando, Calif.—Granted petition for dismissal without prejudice of application for FM CP.

FCC General Counsel—Granted petition for extension of time to Feb. 18 to file exceptions to initial decision issued in proceeding re application of Carolina-Piedmont Bcstrs. Inc., Lincolnton, N. C.

(By Examiner Hutchinson)

WHGB Harrisburg, Pa.—Granted petition for leave to amend application to specify D operation on frequency assignment requested, with 5 kw directionalized, in lieu of 5 kw nondirectional as presently proposed.

KFGT Fremont, Neb.—Granted petition for leave to amend answers to Questions 2(b) and 4(b) in Sec. IV of application, as well as to substitute Exhibit A-3 for Exhibit A presently attached thereto, for purpose of showing certain changes in proposed program service.

(By Examiner Litvin)

Howard M. Loeb, Phoenix, Ariz.—Dismissed as moot petition requesting that hearing scheduled Jan. 23 in Washington in Doc. 9490 and 9491, be continued for 60 days.

(By Examiner Resnick)

KEYY Pocatello, Ida.—Dismissed as moot petition for extension of time to Feb. 8 to file proposed findings in Doc. 9473.

Vermilion Bcstg. Corp., Danville, Ill.—Granted petition for continuance of hearing from Jan. 25 to March 27.

(By Examiner Blume)

Teletronics Inc., Waycross, Ga.—Granted petition to amend application to file substitute engineering report.

WKCT Bowling Green, Ky.—Granted petition amend application to modify DA-N.

KWHK and The Hutchinson Pub. Co., Hutchinson, Kan.—Granted joint petition by parties to the consolidated proceeding in Doc. 9393 and 9394 for continuance of hearing indefinitely. Hearing scheduled Jan. 25, at Washington.

(By Examiner Cooper)

WJBF Augusta, Ga.—Granted petition to accept late appearance in proceeding Doc. 9341 et al.

KFYO Lubbock, Tex.—Granted petition to amend application; during interval involved since original application was filed (12/4/45) certain changes in information submitted have occurred and amendment is for purpose of bringing original information up to date and to conform to issues involved in further proceeding.

FCC General Counsel—Granted petition for an extension to Feb. 13 within which to file proposed findings of fact and conclusions of law in proceeding re application of WMAW Milwaukee.

(By Examiner Smith)

WTOB Winston-Salem, N. C.—Granted petition to amend application scheduled for hearing Feb. 6 to show change in facilities requested, from 550 kc 1 kw unl. DA, to 1380 kc 1 kw unl. DA-DN, and for removal of application as amended from hearing docket.

(By Examiner Johnson)

World Wide Bcstg. Corp., Scituate, Mass.—Granted petition for continuance of hearing from Feb. 6 to May 16 at Boston.

York Bcstg. Co., York, Pa.—Granted continuance of hearing from Jan. 19, to Feb. 28.

(By Examiner Cunningham)

John Townsend, North Platte, Neb.—By memorandum opinion and order denied petition to amend application to specify 1280 kc in lieu 1010 kc.

FCC Correction

Correction to report dated Jan. 17. Action on following should read:

Missouri Basin Bcstg. Co., Minot, N. D.—Granted petition to dismiss with prejudice its application.

January 24 Applications . . .

ACCEPTED FOR FILING

License for CP

WDBC Escanaba, Mich.—License to cover CP which authorizes change in frequency, increase in power etc.

KOME Tulsa, Okla.—Same.

License to cover CP new AM station: WNAH Nashville, Tenn.; KIVY Crockett, Tex.

AM—1600 kc

WOOK Silver Spring, Md.—Mod. license to change from 1590 kc 1 kw-D to 1590 kc 1 kw-D 100 w-N AMENDED to request mod. CP and change to 1600 kc and studio location to Takoma Park, Md.

AM—1430 kc

West Bend Bcstg. Co., West Bend, Wis.—CP new AM station 1470 kc 500 w D AMENDED to request 1430 kc 500 w D.

License Renewal

KDAN Oroville, Calif.—Request for license renewal AM station.

Modification of CP

Mod. CP new FM station for extension of completion date: KCRK Cedar Rapids, Ia.; WOOK-FM Silver Spring, Md.; WISN-FM Milwaukee.

WCOH-FM Newnan, Ga.—Mod. CP new FM station to change to Class A, Ch. 221 (92.1 mc), ERP 337 w.

License for CP

License to cover CP new FM station: WTHI-FM Terre Haute, Ind.; WDOD-FM Chattanooga, Tenn.

WJAS-FM Pittsburgh — License to cover CP for changes in FM station.

TENDERED FOR FILING

AM—1150 kc

WCEN Mt. Pleasant, Mich.—CP to change from 1150 kc 500 w D to 1150 kc 1 kw D, install new trans., ant., and ground system.

AM—860 kc

KCHC El Paso, Tex.—Mod. CP new AM station to change from 860 kc 500 w D to 860 kc 1 kw D.

Modification of License

WBBR Staten Island, N. Y.—Mod. license to specify main studio location as Brooklyn and aux. studio as Staten Island.

APPLICATIONS RETURNED

WFDR Bcstg. Corp., New York—RETURNED application for CP new AM station on 1010 kc 50 kw-D 10 kw-N DA. (Facilities of WINS)

Phillip R. Hurlbut, Flagstaff, Ariz.—RETURNED application for CP new AM station on 1340 kc 250 w unl.

KSPI Stillwater, Okla.—RETURNED CP to change hours of operation from daytime to unlimited using 780 kc 250 w-D and 790 kc 500 w-N.

January 25 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WFMD Frederick, Md.—Mod. CP to increase power, install DA-N etc. for extension of completion date.

AM—1280 kc

WANS Anderson, S. C.—CP to change change from 1280 kc 1 kw D to 1280 kc 1 kw unl. DA-N.

AM—960 kc

WTCH Shawano, Wis.—CP to change from 960 kc 1 kw D to 960 kc 1 kw unl. DA-N.

Modification of CP

Mod. CP new FM station for extension of completion date: WWLH New Orleans; WHAT-FM Philadelphia; WWSW-FM Pittsburgh.

WCOV-FM Montgomery, Ala.—Mod. CP to reinstate CP to change ERP to 4.38 kw and ant. to 218 ft.

KECA-FM Los Angeles, Calif.—Mod. CP to change ERP to 4.15 kw; ant. to 236 ft.

KFMX Council Bluffs, Ia.—Mod. CP to change ERP to 10.125 kw; ant. to 227 ft.

Mod. CP new commercial TV station

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Duchess

THE WEDDING SAMBA

On Records: Edmundo Ros—Lon. 499; Guy Lombardo—Dec. 24838; Irving Fields—Vic. 20-3611; Andrews Sisters & Carmen Miranda—Dec. 24841; Chuey Reyes—Cap. 15244; Ziggy Elman—MGM 10622; Tony Pastor—Col. 38696; Marlin Sisters—Col. 8265.

On Transcription: Buddy Weed—Associated; Guy Lombardo—World.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19 N. Y.

for extension of completion date: WAGA-TV Atlanta, Ga. to 8-28-50; WOR-TV New York to 8-15-50; WLWT Cincinnati to 9-4-50.

TENDERED FOR FILING

AM—1320 kc

WKBS Oyster Bay, N. Y.—CP to change from 1520 kc 250 w D to 1520 kc 1 kw D.

APPLICATIONS RETURNED

KOCS Ontario, Calif.—RETURNED Jan. 25 application to change hours of operation from D to unl.

Arnold C. Werner, Sunnyside, Wash.—RETURNED Jan. 25 application for new AM station on 1050 kc 250 w D.

January 26 Decisions . . .

BY COMMISSION EN BANC

License Renewals

Following were granted temporary extension of licenses to June 1, 1950: KIBH Seward, Alaska; WWGS Tifton, Ga.; WKRZ Oil City, Pa.; WBIW Bedford, Ind.; WALL Middletown, N. Y.; KFYO Lubbock, Tex.; WKOZ Kosciusko, Miss.; KVER Albuquerque, N. M.; WTEL Philadelphia, Pa.

Authority Granted

WXLW-FM Indianapolis, Ind.—Granted authority to remain silent for period of 60 days pending reorganization plan.

Extension Granted

KARK Little Rock, Ark.—Extended to March 1, 1950 time for achieving compliance with Sec. 3.109 of rules in re matter in Docket 8774.

License Renewals

Following were granted renewal of licenses for period ending Feb. 1, 1953: KLIX Twin Falls, Ida.; KRBA Lufkin, Tex.; KWLM Willmar, Minn.; WBBQ Augusta, Ga.; WCBI Columbus, Miss.; WDAK Columbus, Ga.; WEVE Eveleth, Minn.; WFAU Augusta, Me.; WHAR Clarksburg, W. Va.; WJMB Brookhaven, Miss.; WKEY Covington, Va.; WKAND Corsicana, Tex.; KCKN Kansas City, Kan.; KCMJ Palm Springs, Calif.; KOCY Oklahoma City; KPRK Livingston, Mont.; KRJF Miles City, Mont.; KUIN Grants Pass, Ore.; KVOL Lafayette, La.; KVRH Salida, Col.; KXEO Mexico, Mo.; KXRO Aberdeen, Wash.; WBRW Welch, W. Va.; WCMI Ashland, Ky.; WCTA Andalusia, Ala.; WEXL and aux. Royal Oak, Mich.; WFEB Sylacauga, Ala.; WFIG Sumter, S. C.; WGAU Athens, Ga.; WGWC Selma, Ala.; WHAN Charleston, S. C.; WJMA Orange, Va.; WJOI Florence, Ala.; WJPF Herrin, Ill.; WLAV Grand Rapids, Mich.; WLBC Muncie, Ind.; WLDY Ladysmith, Wis.; WLNH Laconia, N. H.; WMBN Bear Creek Twp., Mich.; WMBO Auburn, N. Y.; WMON Montgomery, W. Va.; WNHC & aux. New Haven; WRAW Reading; WROD Daytona Beach; WSAJ Grove City, Pa.; WTRC & aux. Elkhart, Ind.; WTYS Marianna, Fla.

WHAS Louisville, Ky.—Granted renewal license for period ending Nov. 1, 1952.

KATO Reno, Nev.—Granted temp. extension of license to March 1, 1950.

License for following were extended upon temporary basis to June 1, 1950: KFDW Helena, Mont.; KIHN Hugo, Okla.; KLMR Lamar, Colo.; KVKM Monahans, Tex.; KWNW Wenatchee, Wash.; KWOC Poplar Bluff, Mo.; WEIM Fitchburg, Mass.; WHAP Hopewell, Va.; WKUL Cullman, Ala.; WLEX Lexington, Ky.; WMID Atlantic City, N. J.; KDAN Oroville, Calif.; KHUB Watsonville, Calif.; KPDN Pampa, Tex.; WJRI Lenoir, N. C.; KMNS San Luis Obispo, Calif.; KSUB Cedar City, Utah; WKGN Knoxville; WTAN Clearwater, Fla.; KROS Clinton, Ia; WAIR Winston Salem.

Renewal Granted

Following Experimental TV stations granted renewals for period ending Feb. 1, 1951: KA-4501, 4502 Earl C. Anthony Inc. Area Los Angeles; KA-4498, 99 & 4500 A. S. Abell Co. area of Baltimore; KA-4503 Atlanta Journal Co. Area of Atlanta; KEA-80 KA-4511 Bremer Bcstg. Corp. Newark and area of Newark, N. J.; KA-4446, KKA-99 Carter Publications Inc., Area Ft. Worth and Ft. Worth; KA-3355 Central Bcstg. Co. Area Davenport, Iowa; KA-4131, KMB-91, The Chronicle Pub. Co. Area of San Francisco and San Francisco; KA-4512, 13, KA-2335, 2336 Crosley Bcstg. Corp. Areas of Cincinnati, Columbus and Dayton; KA-3354 Dispatch Printing Co.; KA-4451, 52, Eve. News Assn. Area of Detroit; KA-4514, 15 Eve. Star Bcstg. Co. Area of Washington, D. C.; KA-4516, 17, 18, KA-3231, The Fort Industry Co. Area of Atlanta and area of Detroit; KA-4519, The Fort Industry Co. Area of Toledo; KA-4504, 4505, 4226, 4508, 4509, General Teleradio Inc. Area of New York and Washington, D. C.; KA-4881 Havens & Martin Inc. Area of Richmond; KGB-64, KA-4888, Hearst Radio Inc. Baltimore and area of Baltimore; KA-4458, 4459, 4460, The Journal Co., Area of Milwaukee; KA-3486 The Kansas City Star Co. Area of Kansas City, Mo.; KA-4889, KMA-21, KMTR Radio Corp. Area of Los Angeles, and Los Angeles; KA-4890 KSTP Inc. Area of St. Paul; KA-2087 W. Albert Lee, Area of Houston; KIB-40, KA-4799, Memphis Pub. Co. Memphis and Area of Memphis; Meredith Syracuse Tele. Corp. KA-4829, KA-4830, Area of Syracuse; Miami Valley Bcstg. Corp. KA-4831, Area of Dayton; The Outlet Co. KA-4144, Area of Providence, R. I.; Philco Tele. Bcstg. Corp. KA-4464, KA-4465, Area of Philadelphia; The Pulitzer Pub. Co. KA-4843 Area of St. Louis; Radio Cincinnati Inc. KA-4844 Area of Cincinnati; Scripps-Howard Radio Inc., KA-4846, 47, 48, 49, Area of Cleveland and KA-3570 Area of Cincinnati; Southern Radio & Eqpt. Co., KA-4850 Area of Miami, Fla.; Southland Industries Inc., KA-2935 Area of San Antonio; WDSU Bcstg. Services KA-4857 Area of New Orleans; Stromberg-Carlson Co. KEA-91, KA-4851 Area of Rochester, N. Y.; Triangle Publications Inc. KA-4852, KA-4853, KA-4854 Area of Philadelphia; Voice of Ala. Inc. KA-4083 Area of Birmingham, Ala.; WAVE Inc. KA-4855 Area of Louisville; WBEN Inc. KA-4856 Area of Buffalo; WGN Inc., KA-4859, KA-4860, Area of Chicago; WKY Radiophone Co., KA-4861, KKB-24, Oklahoma City, KA-4862 Area of Oklahoma City; Radio Station WOW Inc. KA-3782, KA-4827, 28, Area of Omaha; WPIX Inc. KA-4863, KA-4864, KA-2934, Area of New York; WSAZ Inc., KOB-34, KA-4249, Area of Huntington, W. Va.; The Yankee Network Inc. KA-4866, Area of Boston; The Jack Gross Bcstg. Co., KA-2739 Area of San Diego; Assoc. Bcstrs. Inc., KG2XAZ Areas of Bethlehem, Easton and Allentown, Pa.; Capehart-Farnsworth Corp. KS2XBP Ft. Wayne; Federal Telecommunication Labs. Inc. KE2XIH, Areas of Nutley, N. J. and New York; Kan. State College, etc. KA2XBD Manhattan, Kan.; Keystone Bcstg. Corp. KG2XAX, Area of Harrisburg, Pa.; Eugene P. O'Fallon Inc. KA2XBE, Area of Denver; TV Calif. KM2XCW San Francisco; Pacific Video Pioneers KM2XAZ Area of Signal Hill, Calif.; Radio Corp. of America KE2XIC Camden; Sherron Metalic Corp. KE2XIE Brooklyn, N. Y.; Zenith Radio Corp. KS2XBR, KS2XBS Chicago.

AS a promotion-publicity stunt, NBC press department has arranged to have its stars who visit parched New York bring water from more abundantly supplied western watersheds. Judy Canova pours weak sister of mountain dew into the barrel, assisted by William S. Hedges (r), NBC vice president. Edward Clark, chief engineer of the New York City department of water supply, happily watches addition of drop in the bucket.

CANADIAN FEES

Board Reserves Decision

DECISION on 1950 fees for the Composers, Authors and Publishers Assn. of Canada (CAPAC), Canada's ASCAP, was reserved on Jan. 21 at Ottawa by the Canadian Copyright Appeal Board. CAPAC asked for $292,718 in fees from broadcasting stations, $20,000 more than last year.

Sum is based on 14c per licensed radio receiver. Half the fee is to be paid by privately-owned stations, and the other half by the Canadian Broadcasting Corp. CBC protested the fee before the board on the ground that it only has 18 stations while there are 126 privately-owned stations. Justice J. T. Thorson, chairman of the board, stated that anyone dissatisfied with the fees fixed by the board, could contest the matter in the courts.

Temporary Extension Granted

Following Experimental TV and Experimental TV relay stations granted temporary extensions of licenses to June 1, 1950: Allen B. DuMont Labs. Inc. KA-4448 Pittsburgh; General Electric Co. KA-2106, 2107 Schenectady; Paramount TV Productions Inc. KA-4841, KA-4842 Los Angeles; Westinghouse Radio Stations Inc. KA-4858 Boston; General Electric Co. KEA-92 Schenectady; American Bcstg. Co. Inc. KA-4180, KA-4440, Area of Los Angeles KA-4441 Area of San Francisco; KA-4442, 4443, Area of Chicago; KA-4444, 4445, Area of New York; WXYZ Inc. KA-3136, KA-4865, Area of Detroit; Columbia Bcstg. System Inc. KA-4454, 4455, 4456, 4457, Area of New York, N. Y. KF2XIA, New York; KTTV Inc. KA-4891, 4892, 4893, Area of Los Angeles; National Bcstg. Co. Inc. KA-4832 Area of Los Angeles; KA-4833 Area of Washington, D. C.; KA-4834 Area of Washington, D. C.; KA-4835 Area of Chicago; KA-4836, 4837, 4838 Area of New York; KA-4839, 4840, Area of Cleveland; KA-2104, Area of New York, N. Y.; KA-3372, Area of Los Angeles, Cal.

Licenses Extended

Commission temporarily extended licenses, to April 1, 1950, of Experimental Television Relay Stations KQA-40 and KQA-44, operated by Crosley Bcstg. Corp. in connection with TV broadcast stations WLWT, Cincinnati; WLWD Dayton, and WLWC Columbus, Ohio; and 10 experimental TV relay stations—KGB-50 to 59 inclusive—operated by Philco Television Broadcasting Corp. between New York and Philadelphia, in connection with its TV station WPTZ at Philadelphia. In letters to both companies, the Commission stated:

Renewal Denied

Gus Zaharis, Charleston, W. Va.—Denied renewal of license for experimental TV station KA2XAF on 54-60 mc. in commercial TV band.

Intermountain Bcstg. and TV Corp., Salt Lake City—Granted renewal of experimenetal TV relay license KA-5573 (formerly KO2XBH) for period ending Feb. 1, 1951.

Extension Denied

Commission denied further temporary extension of license of experimental TV broadcast station KM2XBA (formerly W6XDU) of Don Lee Bcstg. System, Los Angeles, beyond its present expiration date of March 1, 1950, because licensee, despite notifications, has not sought removal to a propefly allocated band from present frequency 310-318 mc.

Renewal Denied

Commission denied renewal of license of three experimental TV stations (KGB-48, KGB-49 and KGB-63) of Philco Television Bcstg. Corp., Philadelphia, because stations are operating in commercial TV band on 204-216 mc., and Philco has had ample time to apply for frequencies allocated for TV aux. stations.

Extension Granted

Following commercial TV stations granted temporary extensions of licenses to June 1, 1950: KING-TV Seattle; KPIX (TV) San Francisco; and WXYZ-TV Detroit.

Following stations were granted temporary extensions of licenses to June 1, 1950: WHHM Memphis; KGEM Boise, Ida.; KNOG Nogales, Ariz.; WAML Laurel, Miss.; WENT Gloversville, N. Y.; WDMJ Marquette, Mich.; KJAM Vernal, Utah; KSIL Silver City, N. M.; KBRS Springdale, Ark.

Renewal Granted

Following stations were granted renewals for period ending Feb. 1, 1953: KCNA Tucson, Ariz.; KGFW Kearney, Neb.; KOWB Laramie, Wyo.; KPKW Pasco, Wash.; KTXL San Angelo, Tex.; KVOX Moorhead, Minn.; WDSR Lake City, Fla.; WHAT Philadelphia; WKIC, Hazard Ky.; WKRM Columbia, Tenn.; WNBS Murray, Ky.; WTWN St. Johnsbury, Vt.; WWPA Williamsports, Pa.; KPST Preston, Idaho; KBND Bend, Ore.; KIST Santa Barbara; WBGE Atlanta, Ga.

License Extended

KMYR Denver, Col.—Present license extended on temporary basis to June 1, 1950.

License Renewals

Following commercial TV stations granted renewal of licenses for period ending Feb. 1, 1951: WMAR-TV Baltimore; WSB-TV Atlanta; WMAL-TV Washington, D. C.; WTMJ-TV Milwaukee; KLEE-TV Houston; WHIO-TV Dayton; WPTZ Philadelphia; WKRC-TV Cincinnati; WAAM (TV) Baltimore; WEWS Cleveland; WBEN-TV Buffalo; WCAU-TV Philadelphia; WDSU-TV New Orleans.

Licenses Extended

Licenses for following were extended on temporary basis to June 1, 1950: WHED Washington, N. C.; KSET El Paso; WCVI Connellsville, Pa.; WOXF Oxford, N. C.; KNAF Fredericksburg, Tex.; WRHI Rock Hill, S. C.; KIJV Huron, S. D.; KELK Elko, Nev.; KSFE Needles, Calif; WLBJ Bowling Green, Ky.; KICK Springfield, Mo.

Renewal Granted

WINX Washington D. C.—Granted renewal of license for main trans. for period ending Feb. 1, 1953; and granted temporary extensions of experimental licenses to June 1, 1950 for Synchronous Amplifiers pending further study of technical performance.

Following stations were granted renewals for period ending Feb. 1, 1953:

(Continued on page 84)

Another Million letters in 1949
[see 2nd cover]
WLS
CHICAGO 7
Clear Channel Home of the National Barn Dance

Docket Actions . . .

INITIAL DECISION

KWTO Springfield, Mo.—Examiner J. D. Bond announced initial decision to grant application of Ozarks Bcstg. Co. to change from 5 kw-D 1 kw-N to 5 kw unl. using directional on 560 kc. Decision Jan. 20.

Non-Docket Actions . . .

TRANSFER GRANTS

WWDC-AM-FM Washington—Granted assignment of license from Capital Bcstg. Co. to People's Bcstg. Corp., licensee WRFD Worthington, Ohio and subsidiary of Farm Bureau Mutual Automobile Insurance Co. for $125,000. Capital Bcstg. acquired WOL-AM-FM Washington from Cowles interests, contingent upon their selling WWDC. WWDC is assigned 250 w fulltime on 1450 kc. Granted Jan. 26.

WDLF DeLand, Fla.—Granted assignment of license from Lyle Van Valkenburg tr/as DeLong Bcstg. Co. for $50,000 to John B. Stetson U. WDLF is assigned 250 w unl. on 1490 kc. Granted Jan. 26.

WNEW New York—Granted assignment of license from Greater New York Bcstg. Corp. to newly formed corp. WNEW Inc. for about $2,000,000. Application states that this is "the consummation of original intention of Arde Bulova in 1944 to divest himself of all radio interests." WNEW Inc. ownership includes: William S. Cherry Jr., chief owner WPRO-AM-FM Providence, R. I., president 49.2%; Charles W. Knowles, treasurer and minority stockholder WPRO, treasurer 5%; Harold Tanner, attorney, secretary 3.5%; Bernice Judis WNEW manager, executive vice president; Ira M. Herbert, WNEW sales manager; Ted Cott, WNEW program director, vice president; Harry Playford, banker 19.2%; Albert H. Baer, certified public account 3.3%; Clem J. Randau, president KFBI Wichita, Kan., and co-publisher New Milford, Conn. Times., 3.5%; Alfred Buckley, owner Buckley & Scott Inc., Providence fuel distributor, 2.5%; Russell C. Smith vice president Cranston Print Works, Cranston, R. I. 1.7%; Godfrey B. Simonds, Providence investment banker, 2.5%; George V. Meehan, chief owner, Mills Inc., Providence textile firm, 8.3%. Price is $150 per share plus net quick assets not to exceed $500,000. WNEW is assigned 10 kw on 1130 kc. Granted Jan. 26.

FCC Actions

(Continued from page 83)

Decisions Cont.:

KOLE Port Arthur, Tex; KSEK Pittsburg, Kan., WMLT Dublin, Ga.

WNBH New Bedford Mass.—Granted renewal of license for regular period.

Extension Granted

WWPG Palm Beach, Fla.—Granted temp. extension of license to June 1, 1950.

Transfer Granted

WCLD C. W. Capps, Lowry Tims and Cy N. Bahakel, d/b as Cleveland Bcstg. Co., Cleveland, Miss.—Granted consent to assignment of CP from partnership of three equal partners to new corp. in which three assignor partners hold all voting stock increasing Bahakel's interest to 51%.

Waiver Denied

KRFM Fresno, Calif.—Denied request for waiver of FM rules to permit KRFM to operate 6 hours a day, five days a week; the hours and days to be selected by station.

WARL-FM Arlington, Va.—Denied request for waiver of FM rules to permit WARL-FM to operate same number of hours as its associated D only AM station WARL.

STA Denied

WVBT Bristol Center, N. Y.—Denied request for STA to operate on Ch. 236 pending Commission action on WVBT's application to change frequency from Ch. 270 (presently authorized) to Ch. 236.

January 26 Applications . . .

ACCEPTED FOR FILING

AM—910 kc

KPOF Denver, Col.—Mod. license to change hours from sharing time with KFKA to specified hours.

Modification of CP

KXEL-FM Waterloo, Ia.—Mod. CP new FM station for extension of completion date.

KUOM-FM Minneapolis, Minn.—Mod. CP new noncommercial educational FM station for extension of completion date.

WSDX Louisville, Ky.—Mod. CP noncommercial educational FM station to change frequency to 88.1 mc Ch. 201.

WBZA-FM Springfield, Mass.—Mod. CP new FM station to change studio location to Boston, Mass. ERP to 10.2 kw, ant. to 150 ft.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JANUARY 26

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,097	2,058	178		323	275
FM Stations	732	488	285	*6	49	28
TV Stations	98	32	79		353	182

* Four on the air.

CALL ASSIGNMENTS: KGLN Glenwood Springs, Col. (Western Slope Bcstg. Co., 1240 kc, 250 w unlimited; WBNL Boonville, Ind. (Boonville Bcstg. Co., 540 kc 250 w daytime); WFMH Cullman, Ala. (Voice of Cullman, 910 kc, 500 w daytime); WFMH-FM Cullman, Ala. (changed from WFMH); WSJB Charlotte Amalie, St. Thomas, V. I. (John W. Boler, 1090 kc, 250 w unlimited).

* * *

Deletions . . .

THREE FM and one AM outlets were reported deleted by the FCC last week. Total to date this year: AM 3; FM 9; TV, none. Deletions, effective dates and reasons follow:

WHIP Silver Spring, Md. — Montgomery FM Bcstg. Corp., CP Jan. 20. Mod. requested by FCC when station was granted Class B in lieu of Class A never filed.

KMPC-FM Los Angeles—KMPC The Station of the Stars Inc., CP Jan. 24. No reason stated.

WEW-FM St. Louis, Mo.—St. Louis U. License Jan. 24. Economic.

WJOR Bangor, Me.—Bangor Bcstg. Service Inc. License Jan. 24. Economic.

New Applications . . .

AM APPLICATIONS

Reno, Nevada—Chet L. Gonce, 1230 kc, 250 w unl.; construction costs $4,560. Mr. Gonce originally was owner of KXXL Reno which he sold in 1947 to Byron J. Samuel and associates, (Broadcasting Jan. 2). Facilities sought by Mr. Gonce in this application are the same as KXXL, and low construction cost is based on the fact equipment from KXXL is to be utilized. Filed Jan. 20.

New Orleans—Charles D. McNamee & Frances Frierson McNamee, 1400 kc, 250w unl. Construction cost exclusive of land and buildings $9,800. Mr. McNamee is manager of WGYV Greenville, Ala. He was formerly an instructor at U. of Alabama. Frances F. McNamee is his wife. Filed Jan. 23.

Uniontown, Pa.—Uniontown Newspapers Inc., 1300 kc, 1 kw D. Estimated cost of construction $15,850. Uniontown Newspapers Inc., is licensee of WNIQ (FM) in that city. Filed Jan. 24.

Paris, Ill.—Paris Bcstg. Corp., 1420 kc 250 w D. Estimated construction cost $13,000. Principals in new corp. include: Adlai C. Ferguson Jr., salesman Electrolux Corp., president 45.546%; LeAllen French, lieutenant USAF., V. P. 15.182%; Herman Slutzky, owner, Century Motor Sales, Sam Slutzky Co., broom corn brokerage; G. F. Patterson, manager Paris Hospital, 5.06%; Marjorie V. Ferguson, .05% and Holland Roche, salesman H. V. Winn Co., sporting goods. Filed Jan. 24.

FM APPLICATIONS

Richland, Wash.—Yakimo Bcstg. Co. Class A, Ch. 279 (103.7 mc) ERP 916 w. Station will use same buildings etc. as those occupied by KALE Richmond, AM outlet. Robert S. McCaw is president of Yakima bcstg. Co., licensee of KALE. Filed Jan. 20.

TRANSFER REQUESTS

WERI Westerly, R. I.—Assignment of license from Paul Oury to Radio Westerly Inc. for consideration of $71,000. Principals in Radio Westerly include: Richard G. Moore, president E. J. Pinney Co., building contractors, president and 20% interest; Lee S. Greenwood, in engineering and development, treasurer and 10% owner; Albion W. Warren Jr., industrial editor Brown Pulp & Paper Co., Berlin, N. H., secretary 25%; Warren M. Greenwood, assistant manager and program director WHAV Haverhill, Mass., and Richard G. Moore and Lee S. Greenwood jointly 19%. WERI is assigned 1230 kc 250 w unlimited. Filed Jan. 20.

WMID Atlantic City, N. J.—Transfer of control of Mid-Atlantic Bcstg. Co. from Earl M. Johnson and Charles H. Singer to Richard Endicott. Consideration $50,000. Mr. Endicott has hotel interests in Atlantic City. He is also 25% stockholder and president and director of Seaside Bcstg. Co. which has pending application for station at Atlantic City (proposed denial). WMID is assigned 1340 kc 250 w unlimited. Filed Jan. 20.

WNNT Warsaw, Va.—Assignment of license from Grayson Headley t/r as Northern Neck and Tidewater Bcstg. Co. to Grayson Headley and Charles E. Stuart new company of same name. Mr. Stuart is a lawyer, president of Stratford Packing Co. and farmer in Montross, Va. In forming new company a bank account will be established for the station and Mr. Stuart will provide $8,000 plus for the account. WNNT is assigned 690 kc 250 w D. Filed Jan. 24.

KRDU Dinuba, Calif.—Acquisition of control of Radio Dinuba Co., by Egon A. Hofer and David L. Hofer from John M. Banks, Donnely C. Reeves and Troy Banks. The Hofers originally held 32.5% and transfer would increase their holding to 50% each. Consideration is $18,182.78. KRDU is assigned 1130 kc 250 w D. Filed Jan. 24.

WCLE Clearwater, Fla.—Assignment of license from Clearwater Bcstg Co. Inc., to Florida West Coast Bcstrs. Inc. Consideration $25,000 plus three notes of $2,500 to mature on different dates. Principals in Florida West Coast include: Charles L. Farrington, physician and surgeon, president 20%; William S. Perry, former program director WPAT Paterson, N. J. secretary 20%; Arthur B. Mundorff formerly with WPAT, treasurer 50% and John M. Phillips, insurance company owner vice president 10%. WCLE is assigned 680 kc 1 kw D. Filed Jan. 24.

KLAS Las Vegas, Nev.—Transfer of control of Las Vegas Bcstrs. Inc. from C. L. McCarthy, E. L. Barker, Duncan A. Scott and W. R. Steffner to Frederick G. Stove, who presently owns 20% and is secretary-treasurer; R. G. Jolley, owner White Bunny Ice Cream Co., Las Vegas Brick and Tile Co. and other interests; A. J. Brown; and R. W. Eldredge, manager of KLAS. Each of the four partners will have 25% interest. Consideration $25,400. KLAS operates with 250 w unlimited on 1230 kc. Filed Jan. 24.

KOPP-AM-FM Ogden, Utah—Transfer of control of KOPP Inc., from James B. Littlejohn to G. Stanley Brewer for $9,999. Mr. Brewer is owner of retail food store, WBW Hereford Ranch Co. and Wheatley Motor Co. KOPP is assigned 1 kw D on 730 kc. Filed Jan. 24.

KSDO-AM-FM San Diego, Calif.—Transfer of negative control in San Diego Bcstg. Co., to C. Arnholt Smith. C. A. Smith presently holds 250 sh. of 1000 shares outstanding and buys from his brother John A. Smith his entire holdings of 250 sh. KSDO is assigned 1130 kc, 5 kw DA-2. Filed Jan. 25.

WSUA Bloomington, Ind.—Assignment of license of Radio Station WSUA Inc., to Syndicate Theatres Inc. for $6,500. WSUA is going out of business and Syndicate Theatres Inc. wishes to take over WSUA AM facilities and operate it in conjunction with its FM outlet WCSI (FM) Columbus, Ind. WSUA.

WOCB W. Yarmouth, Mass.—Assignment of license of Bristol Bcstg. Co. Inc., to E. Anthony & Sons. Bristol Bcstag. Co. is owned by E. Anthony & Sons licensee of WNBH and WFME (FM) New Bedford, Mass. and WOCB is assigned 1010 kc 1 kw D. FM Yarmouth. With view to simplifying corporate structure and for business reasons it was determined assets of Bristol Bcstg. should be turned over to E. Anthony. WOCB is assigned 1240 kc 150 w unl. Filed Jan. 26.

COMING—

THE GREATEST ADVANCEMENT IN FIVE KILOWATT TRANSMITTERS SINCE THE AIRCOOLED TUBE.

GATES

SEE FEB. 13 BROADCASTING

RADIO HANDBOOK

Amateur's Volume Issued

THE RADIO AMATEUR'S HANDBOOK for 1950. 27th Edition. The American Radio Relay League, West Hartford, Conn. 605 pp plus equipment supplement. $2.

THE 1950 edition of *The Radio Amateur's Handbook*, compiled by the staff of the Amateur Radio Relay League and now being distributed, is a careful revision of basic data to incorporate newest developments in the field of communication. The new work, for instance, includes emphasis in all sections on methods to reduce interference to TV reception.

The handbook, as in previous years, treats amateur communication in all aspects from basic fundamentals for the beginner to latest techniques in single-sideband telephony. It claims to be practical as a text, reference or constructional manual and its 25 chapters are well interspersed with detailed illustrations and diagrams. The handbook presents fundamentals of theory in progressive order, accompanied by relative practical applications in each case.

The tube-data tables have been completely revised to include diagrams of all the newest tube developments as well as latest manufacturers' improvements in old standard type tubes. The advertising section on products of approved suppliers is done in catalog style to aid selection and comparison.

ABC network show, *Breakfast in Hollywood*, renamed *Welcome to Hollywood*.

ANTI-CLEAR

Pending Bill Hit

PENDING anti-clear channel legislation in Congress would favor city listeners at the expense of a large part of the nation's farm population, according to an editorial in the *National Live Stock Producer*, inserted in the *Congressional Record* Jan. 19 by Sen. Clinton P. Anderson (D-N. M.).

Other farm support for clear channel service meanwhile was given in a joint resolution of the New York State Vegetable Growers Assn. and the Empire State Potato Club "strongly" opposing any move to break down the clears.

The resolution said the two groups "rely entirely upon clear channel radio" for help in determining market prices of their produce, that information carried by clear channel stations contributes to market stability, and that clear channel weather service is "highly valuable."

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

IMPS Stressed

EDITOR, BROADCASTING:

First, let me thank you for the excellent coverage you gave our film, *Lightning That Talks*, in the Jan. 23 issue of BROADCASTING. Also, I should like you to know how much we appreciate your favorable editorial comments regarding the production.

However, there was one thing which displeased us greatly in this spread—and that was the incorrect credits you gave in identifying our organization. Most people know us as IMPS—and few people will associate us with the various names you have given us. They are specifically:

1. Independent Motion Picture Producers Society.
2. International Movie Production Service.
3. Though we were correctly identified in the editorial as the International Movie Producers' Service, we like to have that title preceded by "IMPS — International Movie Producers Service."

We would appreciate your printing a correction to this effect in your next issue.

Thank you very much for your cooperation.

Ben Gradus
IMPS-International Movie Producers' Service
New York

* * *

Cites Pearson DB

EDITOR, BROADCASTING:

Everybody is taking a crack at you on the Drew Pearson DB. Top this one; we are probably the only station in the country doing a rebroadcast the FOLLOWING day at noon, of Drew Pearson since Nov. 7, 1949.

This is in keeping with our campaign, as reported in BROADCASTING, to rebroadcast night time network shows that are missed because of TV. Maybe the sponsors will wake up before the agencies and networks do.

Lou Poller
Pres.
WPWA Chester, Pa.

* * *

Lauds Magazine

EDITOR, BROADCASTING:

I have been a subscriber to BROADCASTING magazine for nearly eight years and still think it's the greatest thing in print next to the Bible. . . .

Dana W. Adams
Announcer
KFDX Wichita Falls, Tex.

LEE ESTATE

Hearing Held in Los Angeles

FIRST financial accounting of the estate of the late Thomas S. Lee showed an exact evaluation of $9,410,492.12, according to documents submitted to the Los Angeles Superior Court last week. Mr. Lee fell or jumped to his death from a Los Angeles office building Jan. 13 [BROADCASTING, Jan. 23, 16].

The evaluation was brought out last Tuesday at the court when Judge Newcomb Condee approved the first financial accounting submitted by Lewis Allen Weiss and Willet H. Brown, chairman of the board and president, respectively, of Don Lee Broadcasting System, as guardians of Mr. Lee's estate. Judge Condee at this hearing formally discharged Mrs. Nora S. Patee, his aunt, as guardian of Mr. Lee's person. The guardians were appointed Sept. 8, 1948, shortly after Mr. Lee had been declared mentally incompetent to handle his own affairs.

Five voluminous reports concerning management of the radio-television and automotive enterprises of the estate were also ordered sealed for at least three years by Judge Condee. He held the volumes contained "business secrets" which should not be available to the public.

TAX MESSAGE

Truman Aims Affect Exempt Groups

RECOMMENDATIONS aimed at tax-exempt educational and charitable institutions and at "temporary" corporations set up to capitalize on capital gains provisions—and also urging removal of certain wartime excise taxes—were proposed by President Truman last Monday in his annual tax message to Congress.

The proposals, if put into effect, would render educational and charitable organizations liable to taxes on income invested in commercial radio and other commercial fields.

Capital gains recommendations would have little practical effect on Internal Revenue Bureau's present policies in the radio field.

The President urged that excises be reduced to the extent that the resulting loss of revenue is replaced by revenue obtained from closing loopholes in the present tax laws. He said he had in mind those taxes "which have the most undesirable effects" and which are "depressing certain lines of business."

Specifically, he singled out those on long-distance telephone and telegraph communications and "the entire group of retail excises."

Spokesmen at Radio Mfrs. Assn. said there was little in the message to indicate that manufacturers' excises on radio receivers, phonograph records, and other related items would be lifted. Whether they would be removed, along with others, will be determined largely by the House Ways & Means Committee, which has been studying the tax question for months.

Rep. Noah Mason (R-Ill.) said the President's message only confirmed what he has been telling Congress right along — namely, that educational and cooperative firms have been buying radio stations and other properties in competition with private organizations through the benefit of non-taxable funds set aside for other purposes [BROADCASTING, Jan. 23].

The Illinois Republican previously cited the purchase of KGA by Gonzaga U. last fall, and *Duffy's Tavern*, which has been tape-recorded in Puerto Rico (where a seven-year tax holiday is in effect), as examples of alleged tax escape [BROADCASTING, Oct. 10, 17, 1949].

Day Joins Lynn Baker

ROBERT W. DAY, formerly television director of H. B. Humphrey Co., New York, and prior to that radio director of John Hancock Mutual Life Insurance Co., Boston, has joined Lynn Baker Inc., New York, as director of radio and television.

ABC GIVEAWAY

Sterling, Trimount Buy Parts

STERLING DRUG INC. and Trimount Clothing Co. each have purchased quarter-hours of ABC's Sunday evening giveaway, *Stop the Music*. Gross time billings for the two accounts amount to $20,000 a week.

Effective March 5, Sterling Drug for Ionized Yeast and Double Danderine will sponsor the 8-8:15 p.m. segment of the 8-9 p.m. show. Dancer-Fitzgerald-Sample Inc., New York, is the agency. Trimount Clothing, through William H. Weintraub & Co., New York, begins sponsoring the 8:15-8:30 p.m. segment effective March 26.

WATO
Oak Ridge, Tenn.
USES
Magnecorder
Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders.
Magnecord, Inc., 360 N. Michigan, Chicago, Ill.

PT6-P
A portable, combination record-play back-remote amplifier. Exceptional fidelity for use with PT6-A recorder.

WANT THE FACTS IN CINCINNATI?
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
L.B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

At Deadline...

PARAMOUNT ON VERGE OF SELLING DUMONT STOCK

PARAMOUNT Pictures reported last week to be on verge of selling its stock interest in Allen B. DuMont Labs for price said to be in $10 million range. Identity of prospective buyers, strictly guarded secret, variously reported as General Electric, IT&T, Emerson Radio Corp., and Westinghouse Corp.

Dr. Allen B. DuMont, president of laboratories and TV network, said he regarded reports as "another rumor," and that even if sale occurred his control would not be affected.

Paramount owns about 29% of DuMont stock, for which its total investment was $164,000, according to FCC records. FCC has ruled tentatively that Paramount "controls" DuMont, but both DuMont and Paramount are opposing this ruling. As owner of all Class B shares, Paramount is entitled to name three of DuMont's eight directors.

Stock is not listed on Exchange, but financial sources estimate present market value at better than $7.5 million for total Paramount holding. It was believed Paramount would not relinquish stock for appreciably less than $10 million.

AMENDMENT ACCEPTED IN BIRMINGHAM CASE

FCC MAJORITY Friday accepted amendment by Thomas N. Beach, original licensee of WTNB Birmingham, Ala., to correct defective verification of application to switch from 250 w on 1490 kc to 1 kw night, 5 kw day on 850 kc, grant of which was appealed by Johnston Broadcasting Corp., licensee of WJLD Bessemer, Ala., and also Birmingham applicant for 850 kc [BROADCASTING, May 9, 1949].

In memorandum opinion and order to comply with ruling by U. S. Court of Appeals for D. C. and to begin untangling of long-pending legal snarl, FCC majority further authorized Pilot Broadcasting Corp., present WTNB licensee in which Mr. Beach is 51% owner and Texas broadcaster, Roy Hofheinz, is 49% owner, to file amendment within 30 days to show it is now applicant for change of assignment in dispute. Order indicated such amended bid would be set for further comparative hearing with Johnston.

Legality of majority ruling was hit in dissent by Comr. Robert F. Jones, who held court ruling that FCC could correct defect by amendment meant it could do so only if rules allowed, which they do not, he said. He further cited ownership changes as precluding any but substantive amendment, prohibited by law. Comr. Paul A. Walker dissented only regarding further hearing and urged full reaffirmation of original grant to WTNB and subsequent transfer.

SACKETT ADDS NEWSPAPER

SHELDON E. SACKETT, West Coast broadcaster and publisher, who has bought KRSC Seattle subject to FCC approval [BROADCASTING, Dec. 26, 1949], Friday was reported buying properties of defunct *Seattle Star* for new paper to be called *Seattle World*. Purchase, from Publishers David and Tommy Stern, reportedly entailed $150,000 and handled through Henry Broderick Inc. Mr. Sackett's pending purchase of KRSC is from P. K. Leberman and associates for $112,000, with sellers retaining cash on hand and accounts receivable.

AT&T HEARING RECESSED

HEARING on whether AT&T should be required to interconnect its intercity TV facilities with those of Western Union recessed Friday to March 6 by FCC Hearing Examiner J. Fred Johnson Jr. after preliminary meeting of principals and two intervenors, Television Broadcasters Assn. and Philco Television Broadcasting Corp.

NBC REVISES SATURDAY NIGHT TV PROJECT

IN REVISED plan for proposed Saturday night television program—first version of which caused protests to FCC—NBC-TV has asked affiliates in markets having three or more stations to accept entire 2½-hour spread, but those in markets of only one or two stations may accept any part of proposed show, BROADCASTING learned Friday.

In NBC's original order, all affiliates asked to carry all or nothing of 8-10:30 p.m. show. That order withdrawn and replaced by one wired to 28 interconnections last week (see story page 62).

Wire signed by Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, said stations would be paid regular network rates, that they would be advised in advance of scheduled Feb. 25 premiere of advertisers on program. Show is variety type, with first hour originating in Chicago and other hour-and-half in New York.

Comdr. Mortimer W. Loewi, executive director of DuMont Network, issued this statement:

Our complaint based on NBC's wire of Dec. 28, 1949, is now in hands of the FCC and awaits its disposition. We believe that while NBC's original order contained in the wire of Dec. 28 has been modified in accordance with the copy of Weaver's wire of Jan. 26, our basic objection—the right of a network to purchase time on its own behalf under a contract of network affiliation from stations in one-station markets without limitation—constitutes an attempt to secure a monopoly and would tend to prevent free competition in such markets among the major networks now operating.

ZUGSMITH, SMITH DAVIS INVOLVED IN LITIGATION

ALBERT ZUGSMITH and radio station-newspaper brokerage firm of Smith Davis embroiled in Federal court action in New York. Mr. Zugsmith sued Smith Davis and others for $2,600,000, charging breach of contract. Mr. Davis will file cross-complaint charging Mr. Zugsmith with misappropriation of funds of Smith Davis Corp., which Mr. Davis asserts is in process of liquidation.

Mr. Davis will continue business as broker for stations and newspapers in association with Vincent Manno and Howard Stark, but not as corporation. In his suit Mr. Zugsmith, who was joined as plaintiff by his wife, Ruth, alleged other officers of Smith Davis Corp., of which he was officer and director, interfered with his negotiations with clients, and he claimed numerous breaches of contract.

In cross complaint Mr. Davis will charge Mr. Zugsmith with misconduct as director and officer of corporation and with misappropriating company funds for personal use. Notice of these charges was given Mr. Zugsmith in letter from Mr. Davis Oct. 11, although no court action then instituted, cross complaint will assert.

ABC PROMOTES VAN DAM

DREW VAN DAM, employment manager of ABC, promoted to personnel director, following resignation of Frederick Lynch Jr. Mr. Lynch, with ABC since 1942, appointed personnel director of Central National Bank of Cleveland.

WWOK SILENCE EXTENDED

WWOK Flint, Mich., 1 kw outlet on 1470 kc, granted additional 30 days' authority by FCC Friday to remain silent pending negotiations for sale to Ann Arbor prospect. WWOK off air since Dec. 24.

Closed Circuit

(Continued from page 4)

still-pending plan of M-G-M to originate minimum of 30 hours per week of new programs to be fed to network [CLOSED CIRCUIT, Jan. 16]. Although nothing has jelled beyond conversation stage, discussions have been continued, and presumably deal still could be closed.

FOOTE, CONE & BELDING, New York, preparing spot announcement radio campaign to run early in February for new Ingrid Bergman picture "Stromboli."

FALSTAFF BEER through Dancer-Fitzgerald-Sample, New York, preparing spring spot announcement campaign.

CHICAGO CITY Council project to petition FCC to reopen TV licensing in Chicago, because of unfairly competitive situation with New York and Los Angeles TV centers, has stimulated nationwide interest and several other large metropolitan areas understood to be considering similar projects.

SHORTLY to be announced will be election of Richard A. Borel, general manager of WBNS Columbus, to board of directors of *Columbus Dispatch* and to board of Ohio National Bank which, along with station, are Wolfe enterprises.

SEVERAL AGENCIES making presentations to Speidel Corp., Providence (watchbands) radio and television advertiser, whose current agency is Cecil & Presbrey. Definite decision as to whether company will retain C & P or appoint another agency expected this week.

CAMPBELL SOUP Co., Camden, has authorized Ward Wheelock Co., New York, to prepare television campaign for fall. Company mulling over whether schedule should be TV spots or network program.

WITH FCC approval last week of $2 million sale of WNEW by Arde Bulova to group headed by Wm. S. Cherry, Providence store owner and operator of WPRO Providence, executives of buyer and seller were in New York last weekend to arrange closing date, probably Feb. 1. No changes in staff or policy operation of New York independent are contemplated (story page 26).

HOLLYWOOD ACADEMY ANNOUNCES AWARDS

AWARDS for "best live" and "best kinescoped" TV shows received Friday by CBS-TV *Ed Wynn Show* and NBC-TV *Texaco Star Theatre*, respectively, at Academy of Television Arts and Sciences second annual awards dinner, Ambassador Hotel, Los Angeles.

KTTV (TV) Los Angeles *Pantomime Quiz* (live) and CBS *Studio One* (kinescope) given honorable mentions. Other awards: (best children's) KTLA (TV) Los Angeles *Time for Beany*; (outstanding live personality) Ed Wynn; (outstanding kinescope personality) Milton Berle; (best film for TV) NBC *Life of Riley*; (best TV commercial) Lucky Strike; (best public service) ABC *Crusade in Europe*; (station achievement) KTLA; (best sports coverage) KECA-TV Los Angeles; (technical award) Harold Jury, Don Lee TV technician.

WISCONSIN AM GRANT

NEW AM station for Manitowoc, Wis., on 980 kc with 500 w day granted by FCC Friday to Manitowoc Broadcasting Co., owned by Edward D. Allen Jr., WMAQ Chicago announcer-producer, and Edward W. Jackson, WAIT Chicago chief engineer. Estimated cost $10,475.

Teamed for SERVICE

PHIL EVANS

KEN PARSONS

BOB RILEY

The KMBC-KFRM Team fulfills a vital daily need in thousands of rural homes in Missouri, Kansas and surrounding states.

The Team maintains a full-time Farm Service department, under the direction of Phil Evans, nationally known expert. Innumerable experiments and developmental projects conducted on the thousand-acre KMBC-KFRM Service Farms, are passed on to rural listeners.

Evans is ably assisted by Ken Parsons, well known agronomist. Together, these two experts, with their up-to-the minute daily reports, keep rural listeners informed on latest developments in this important business of farming and agriculture.

Third member of this trio is Bob Riley, full-time marketcaster, who spends his entire working day at the Stockyards. He presents the market news several times each day direct from the Kansas City Livestock Exchange.

Other program features are presented by The Team specifically for the farm andience. As a result, The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.

The Team has the largest and finest group of artists ever developed by any Midwestern radio station. Pictured here is Hiram Higsby, master of ceremonies and entertainment star, heard on the nationally famous Brush Creek Follies, Dinnerbell and Western Roundup... just a few of the top-notch entertainment programs that are a daily feature of The KMBC-KFRM Team.

The KMBC-KFRM Team Serves 3,659,828 People*

* 1940 Census

7th Oldest CBS Affiliate

KMBC

OF KANSAS CITY

5000 on 980

Represented Nationally by
FREE & PETERS, INC.

Programmed from Kansas City

KFRM

For Kansas Farm Coverage

5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY